

52

DESIGNS TO MODERNIZE MAIN STREET

with

GLASS



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Alan O'Bright



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TO MODERNIZE MAIN STREET WITH
GLASS
LIBBEY • OWENS • FORD GLASS COMPANY
TOLEDO, OHIO

PRICE \$1.00

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● In my estimation the "Modernize Main Street" competition sponsored by the Libbey-Owens-Ford Glass Company should have far reaching results. The publication of the winning and mentioned designs and the circulation of same should stimulate the interest and imagination of hundreds of thousands of store owners throughout the country and induce them to bring their stores up to date. This they should readily do because none of the designs selected is extravagant, simplicity being one of the qualities required by the Jury. The results of expendi-

tures for these alterations on the building and allied industries should be tremendous. From a professional point of view it will be gratifying to see the gospel of good design and good taste permeating through the thousands of Main Streets all over the country. Through such influence unconsciously the people at large will demand better standards of architecture in large as well as small building operations.

J. ANDRE FOUILHOUX, *Chairman*, Jury of Award
"MODERNIZE MAIN STREET" Competition

THE DESIGNS AND PLANS PRESENTED IN THIS PORTFOLIO

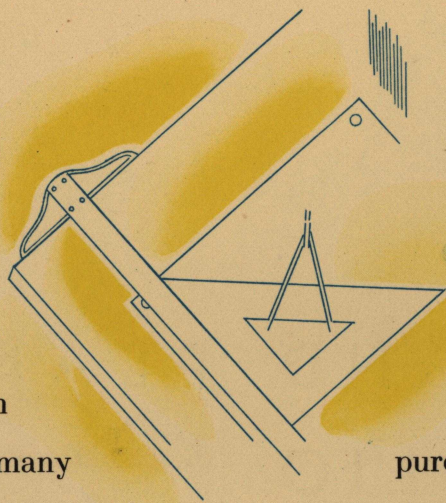
were selected by the Jury of Award of the "Modernize Main Street" Architectural Competition for prizes and honorable mentions. They represent the best thought and effort of some three thousand architects and designers who entered this Competition, which was sponsored by the Libbey-Owens-Ford Glass Company, and conducted by the Architectural Record Magazine under the supervision of Kenneth K. Stowell, A. I. A. The Competition called for the modernization of any one or all of the four representative types of business properties listed below. Further details regarding these specific places of business and the importance played by modernization from a business building standpoint are given on the introductory pages preceding each group of designs. The report of the Jury of Award given on pages 4 and 5 gives a general discussion of the characteristics of

these modern designs. Additional comments by the sponsors of the competition referring to specific designs, accompany the designs. The professional standing of the members of the jury speaks for the architectural and merchandising merit of the designs.

- **FOOD STORE DESIGNS**
Pages 8 to 21
- **DRUG STORE DESIGNS**
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- **AUTOMOTIVE SALES AND SERVICE
STATION DESIGNS**
Pages 38 to 48
- **APPAREL SHOP DESIGNS**
Pages 51 to 65

T H E

J U R Y R E P O R T



● The Jury was impressed by the unusually high standard of workmanship and presentation in the drawings submitted. It was gratifying that so many architects and designers had applied themselves to the solution of the universal problems as set forth in the program of this unique competition. However, it was felt that many creditable designs, which showed that much time had been spent in execution, would have been much better had the program been carefully analyzed in advance by the competitor to determine just what would constitute the best solution for successful merchandising.

The problems had been purposely reduced to their fundamentals. Only the essential requirements were given in order that the competitor might have maximum freedom in imagination and ingenuity. The major objective of the competition was to create designs for remodeling stores which would "attract the

public, display goods to the best advantage, and provide space, convenience, and light so that purchasing is a pleasure." The designer, therefore, was

forced to analyze both the actions and reactions of purchasers, and the psychology, methods and routine of selling. While the standard of the drawings and solutions was high, there seemed to be few designs which were outstandingly superior to the others. Many of the designs, while excellent in some respects, had notable or obvious defects which a little further study of the problem and requirements on the part of the designer would have corrected. Such designs, as a rule, could easily be improved greatly with a few simple changes. Some of these changes would undoubtedly be suggested by the merchant or would be made by an architect executing the project.

The Jury believes that this competition should have a far-

reaching effect on raising the standards of store design, both through directing the interest of the designers to this field, and by providing merchants and dealers with a guide as to what an intelligent public taste will demand.

The Jury was gratified at the timeliness of the competition which synchronizes with the government's extensive program to "Modernize Main Street," and the announcement of the terms on which guaranteed loans of \$50,000 can be made for modernizing through the FHA.

The Jury appreciates the service which the sponsors have rendered in the interest of raising the standard of public taste and commercial design, and takes this opportunity to commend The Architectural Record and Kenneth K. Stowell, professional advisor, for the splendid way in which the competition was conducted to insure the fairest possible judgment.

The Jury believes that the most constructive report is one which comments on both the excellencies and deficiencies of the prize-winning designs, and that such comment is most effective if conveniently placed in conjunction with the reproductions of the designs.

MELVIN T. COPELAND

ALBERT KAHN

WILLIAM LESCAZE

JOHN W. ROOT

F. R. WALKER

KENNETH C. WELCH

J. ANDRE FOUILHOUX, Chairman

The designs and plans contained herein are not submitted as working drawings, and are not reproduced in any uniform ratio to the original drawings. The elevations are reproduced as accurately as four color process will permit and are in the main quite true to the originals. The Food Store, the Drug Store and the Apparel Shop are each on a lot 25 feet wide. The lot dimen-

sions for the Automotive Sales and Service problem are 75 feet by 100 feet. These dimensions will enable you to estimate the other dimensions. We suggest that you consult your architect for further advice regarding any particular designs that interest you.

Partial specifications for the designs presented herein follow each section of designs.

THE FOOD STORE



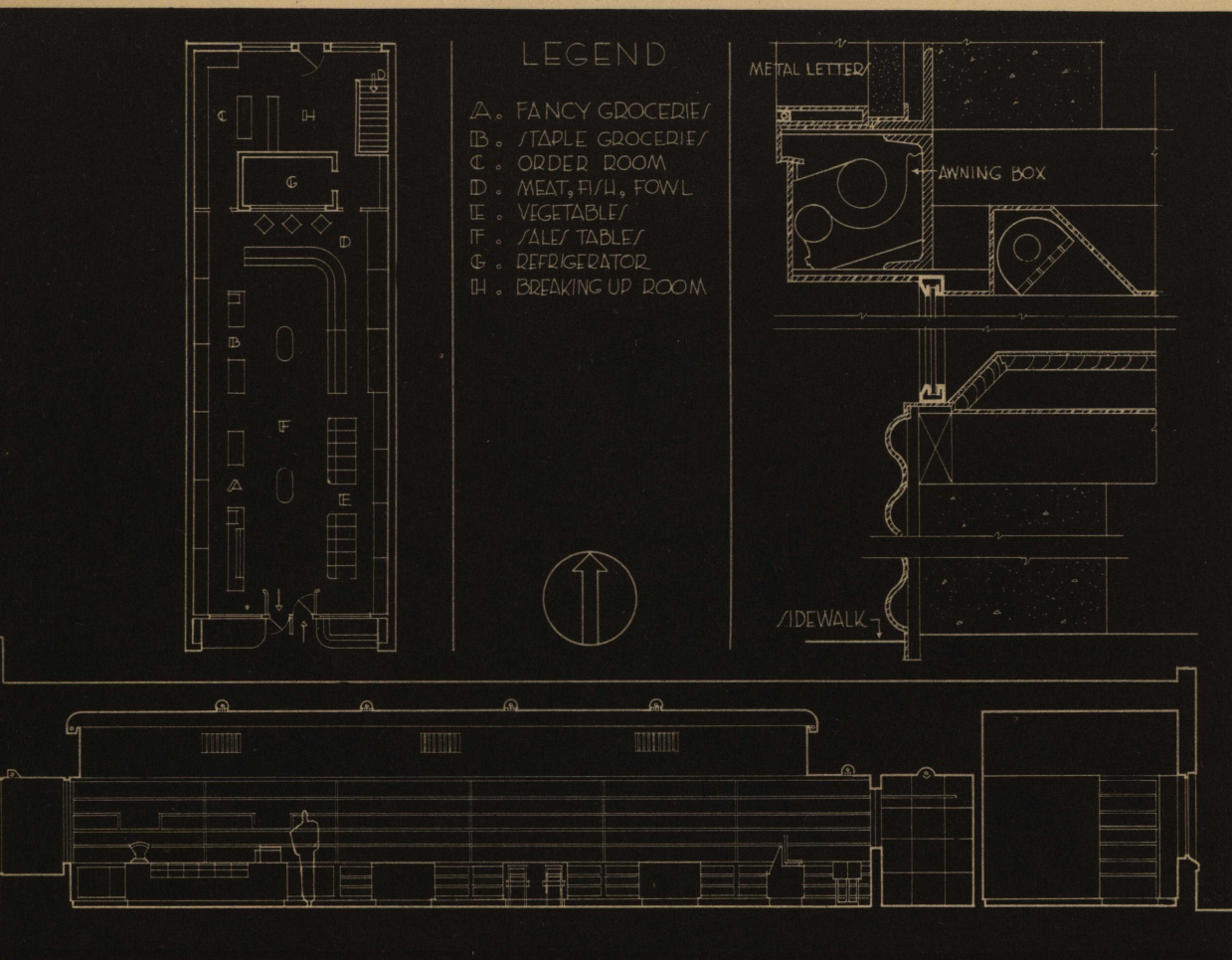
The Food Store, most numerous of all retail outlets, has undergone many changes in recent years. It is a far cry from the "Corner Grocery" of the cracker barrel era to the modern merchandising establishment of today. Current production and packaging methods, advertising and scientific merchandising have all played their part in the evolution of the Food Store. This evolution has affected both the interior and exterior of the store. The interior is planned to facilitate the flow of merchandise through the store at the least possible expense, to lead the customer through the store so as to expose her to as many related items as possible and by open display remind her of others. It should draw her unconsciously through as great a part of the store as is possible. The exterior—the complete ensemble of architectural design and window display, bespeaks the character of the owner and the quality of his merchandise. In addition, it must properly display the merchandise so as to invite people into his store. When a store lacks these requisites it suffers in competition with the more modern store.

Carl W. Dipman in his book "The Modern Grocery Store"

speaking of profit from modernization says—"Whenever stores have been intelligently modernized there has generally been an improvement in the grocer's situation. In the vast majority of cases sales increase from 15 to 50%. In isolated cases they doubled. . . . In many there was both an increase in sales and a decrease in operating expenses. The profit as a rule increased."

This Food Store was to be modernized by architects and designers entering the "Modernize Main Street" Competition. It is located in the middle of a block on a lot 25'-0" x 75'-0" on the north side of the street. The clear width between party walls is 24'-0", and the clear height, floor to ceiling, 12'-0". The designs on the following pages, while intended for the specific location illustrated, will suggest sales producing modernization fitting your particular location.



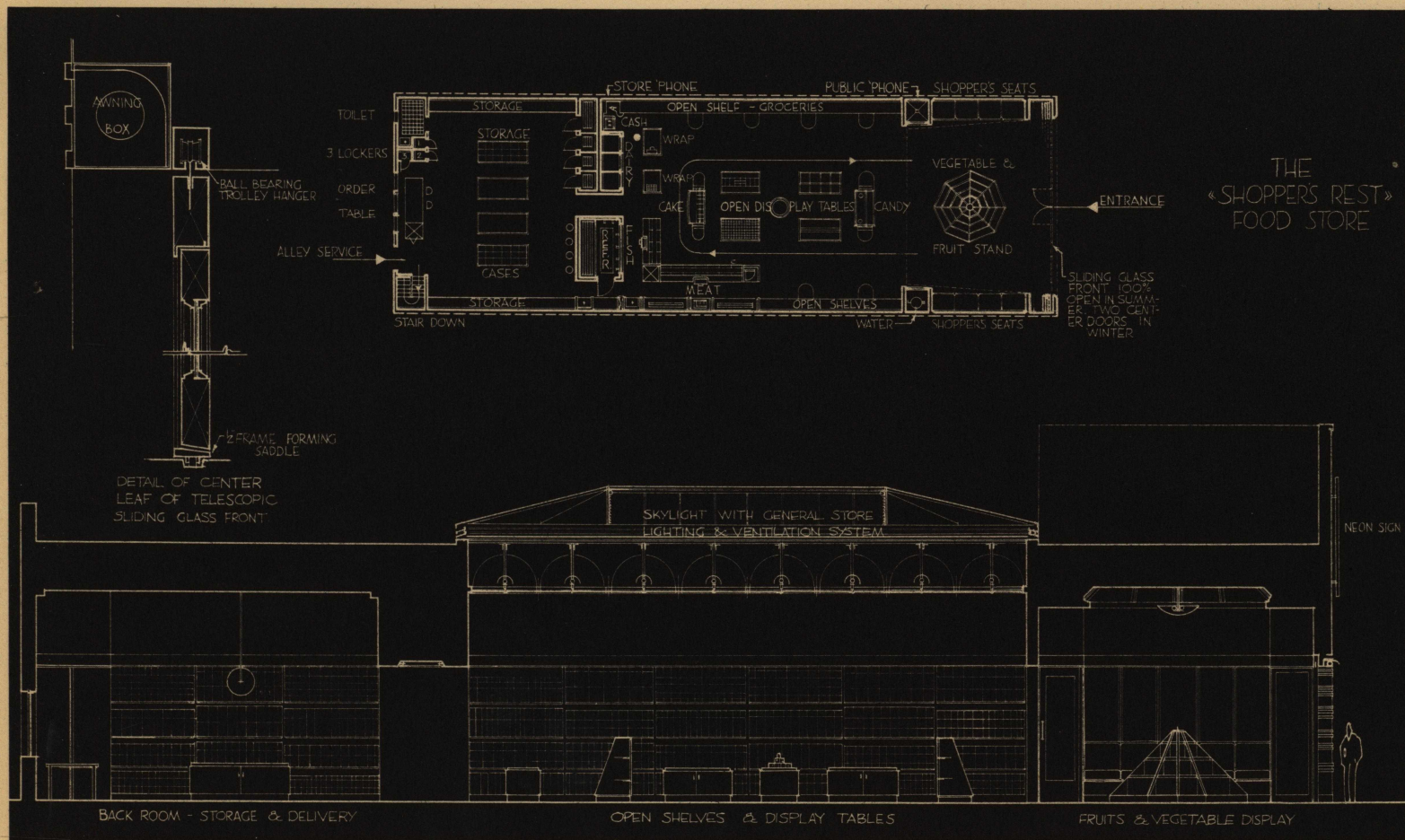


Design by G. FOSTER HARRELL, JR.

FIRST PRIZE \$1,000

DESIGN NO. 502

The simple dignity of this store front attracts attention through the pleasing division of its surfaces and the contrast in colors. The placement of the sign is very effective and the use of curved plate glass in the windows invites entrance. The interior plan is straight-forward, providing for adequate circulation and a good arrangement of display space and wall shelves.

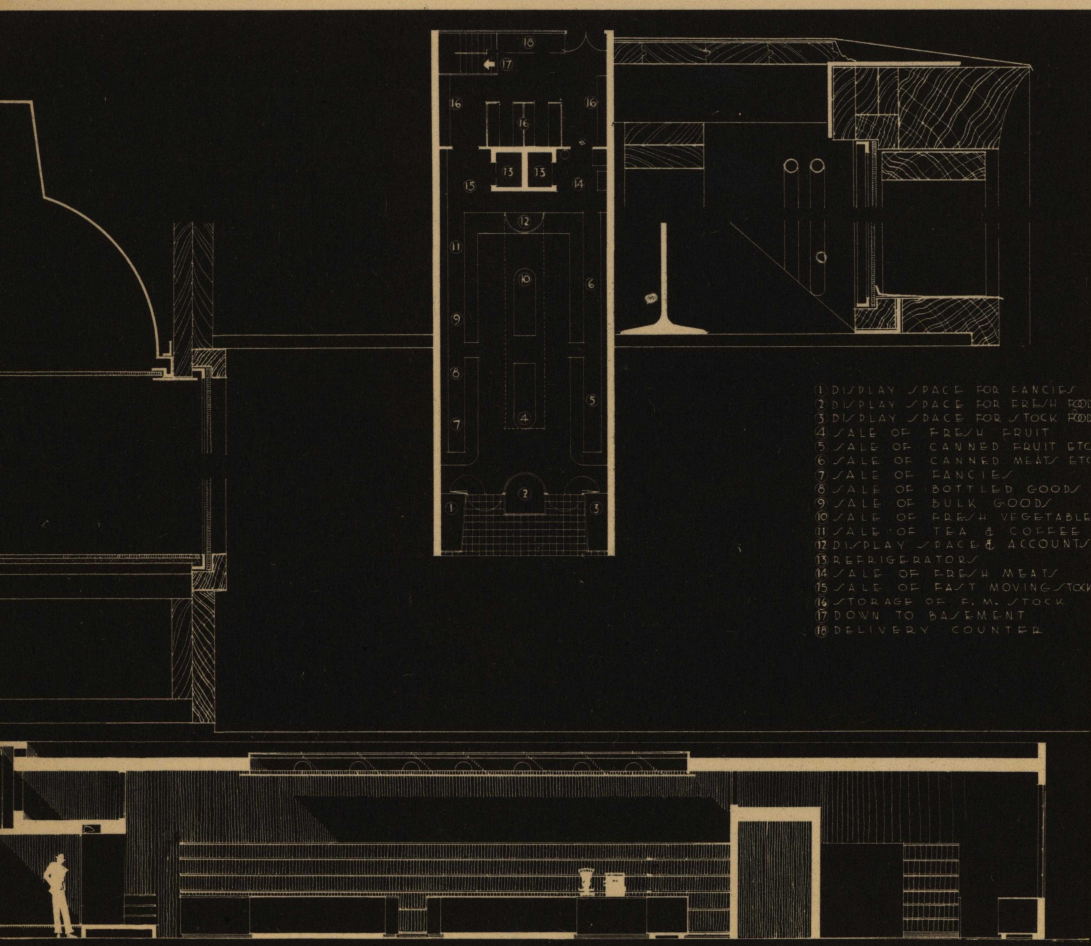


Design by A. WALDORF and S. L. KATZ

SECOND PRIZE \$750

DESIGN NO. 450

The open front food market is becoming increasingly popular in more temperate climates. The sliding plate glass front allows the entire area to be open in good weather, and has two center doors for entrance when the front is closed. The island display in the entrance for fruits and vegetables can be made most attractive. The interior plan provides good display arrangement and it is well lighted from the skylight.



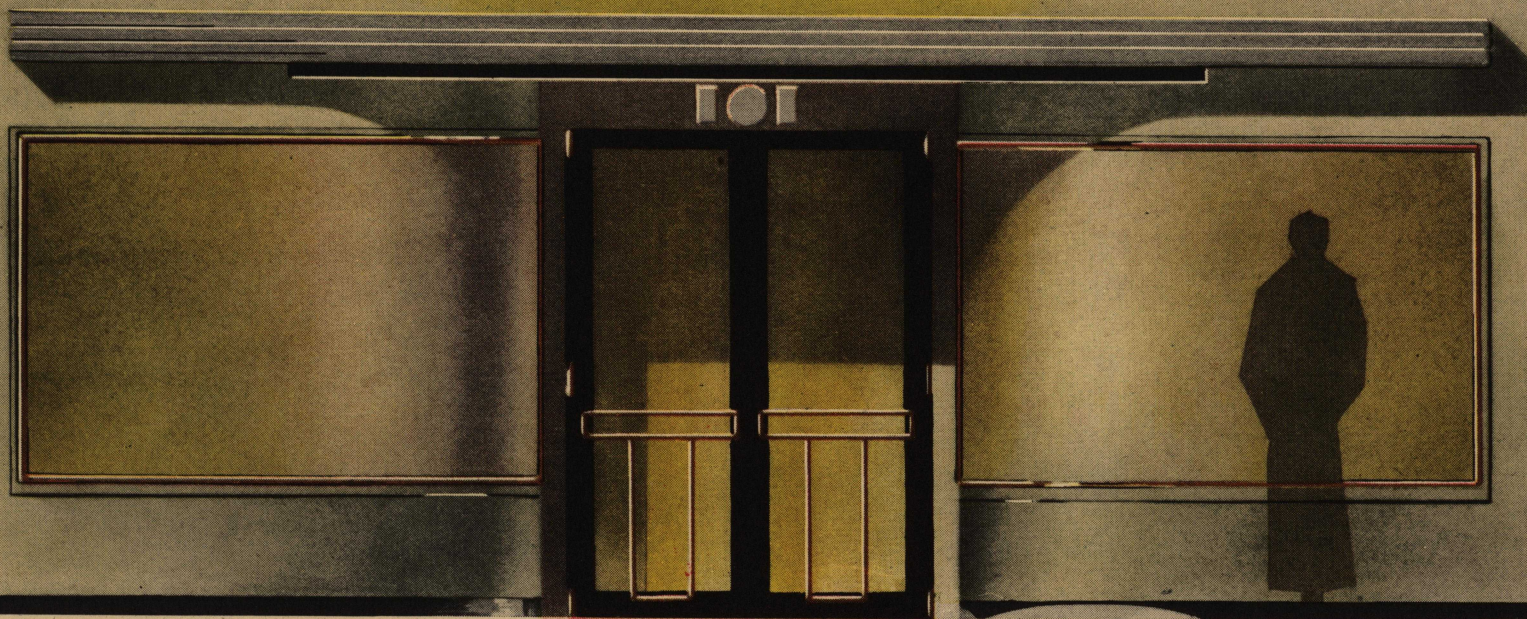
Design by J. R. SPROULE

THIRD PRIZE \$500

DESIGN NO. 705

Here the designer has achieved a commendable simplicity resulting in a very striking design. This front arrangement and plan would be particularly suited for a store doing a large volume of business in a highly competitive district. If ease in handling such a large amount of traffic were not a major concern, however, a single entrance could be placed in the center and the two door spaces used for display windows. The store name is prominently and effectively treated and contributes to the attention value of the entire front.

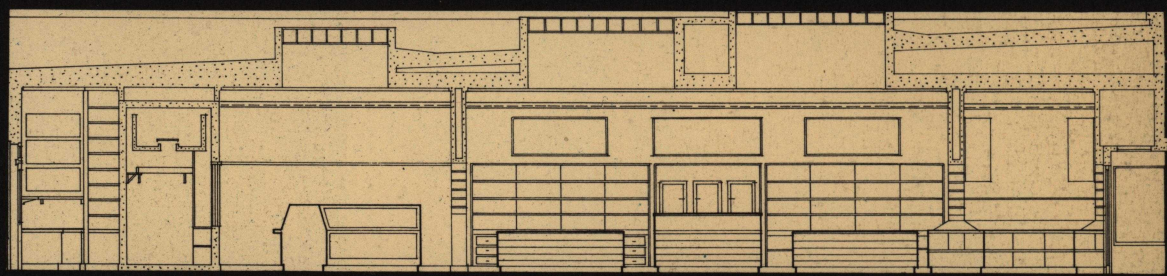
MORT TRAM FOOD MART



DESIGN NO. 568

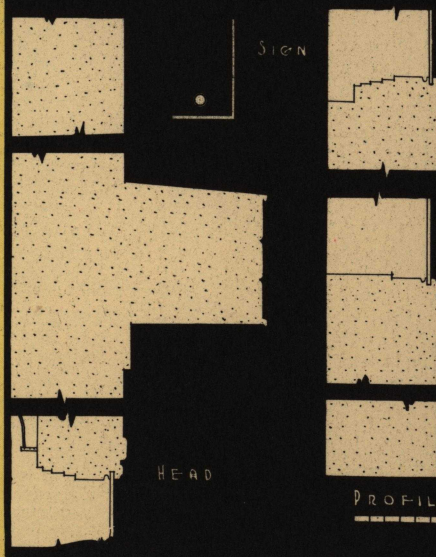
Neatness and simplicity are the outstanding characteristics of this design. The gray and silver Vitrolite front harmonizes with the black trim. Here again, the curved plate glass windows arrest attention and urge the passer-by to enter. The interior layout will adequately handle traffic, is well lighted, and will provide for effective open display. The sign arrangement is attractive and harmonizes splendidly with the design of the entire ensemble.

Design by EDWARD HEDBERG



LONGITUDINAL SECTION

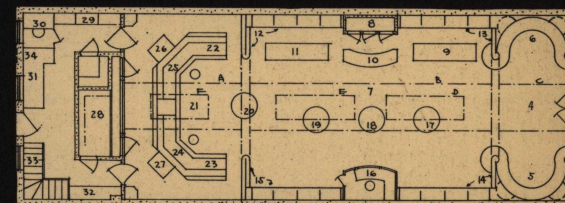
1" = 4'-0"



FRONT ELEVATION

1" = 4'-0"

1. ENTRANCE 2. SHOW WINDOWS 3. FRUIT & VEGETABLE SHOP 4. FRUIT
DISPLAY 5. VEGETABLE DISPLAY 6. GROCERY DEPT 7. DAIRY
PRODUCTS REFRIGERATOR 8. COUNTERS 9. 10. 11. 12. 13. 14. 15. SHELVES
16. CASHIER 17. 18. 19. 20. DISPLAY STANDS 21. MEAT 22. FISH 23. POULTRY DEPT
24. COLD MEAT DISPLAY 25. FISH DISPLAY 26. 27. FRESH & SMOKED MEAT
AND POULTRY DISPLAY 28. MEAT BLOCK 29. MEAT FRUIT AND VEGETABLE
STORAGE REFRIGERATOR 30. RESERVE STOCK SHELVING
31. OFFICE 32. ORDER TABLE 33. TABLE 34. STAIRWAY 35. PACKING
CHUTE AND OVER HEAD LIGHT DIFFUSERS
D.E.F. SKY LIGHTS RECEIVING MARKING STORAGE REFRIGERATING
LOCKER TOILETS BOILER ROOMS IN BASEMENT



PLAN 1" = 8'-0"

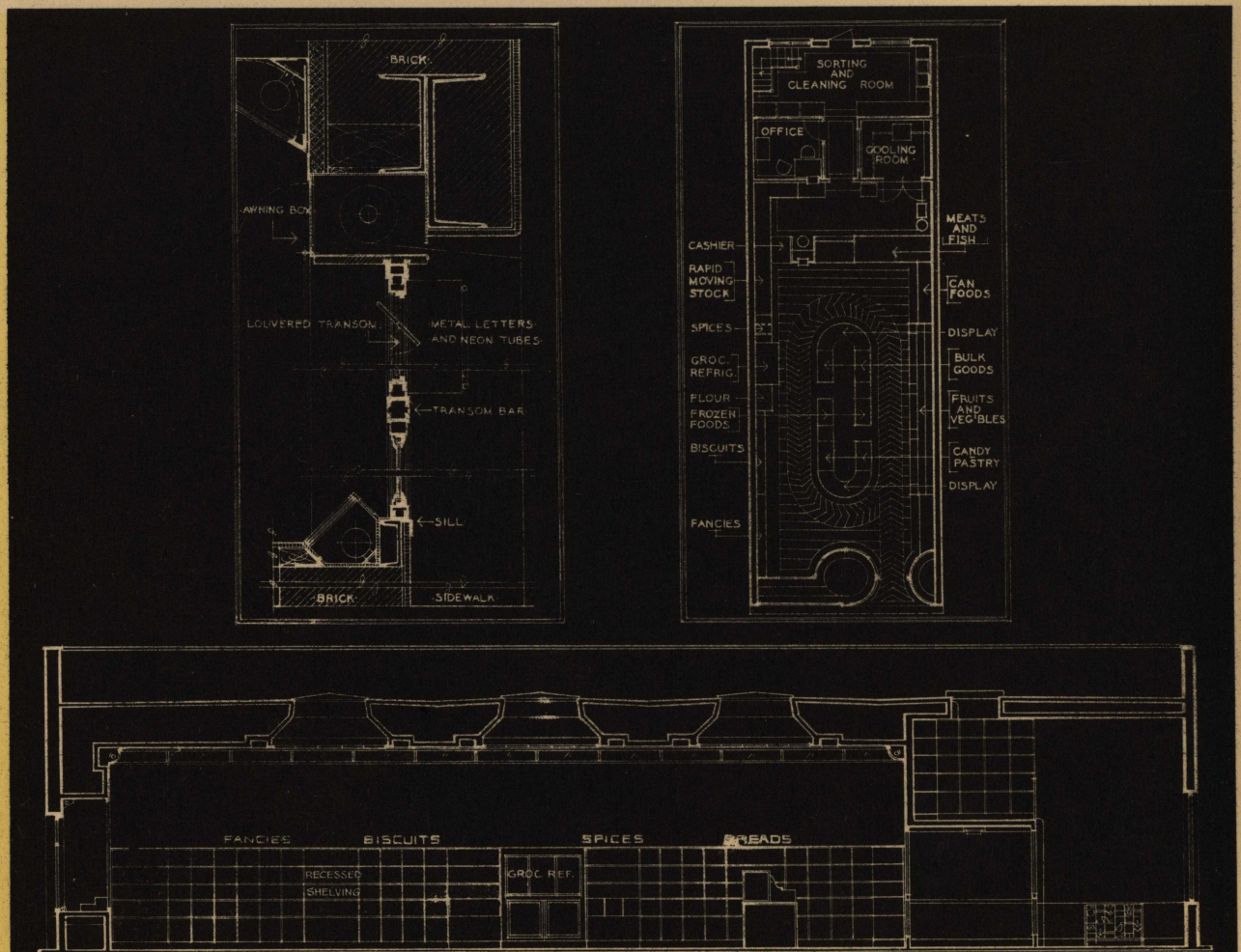
1" = 8'-0"

HONORABLE MENTION

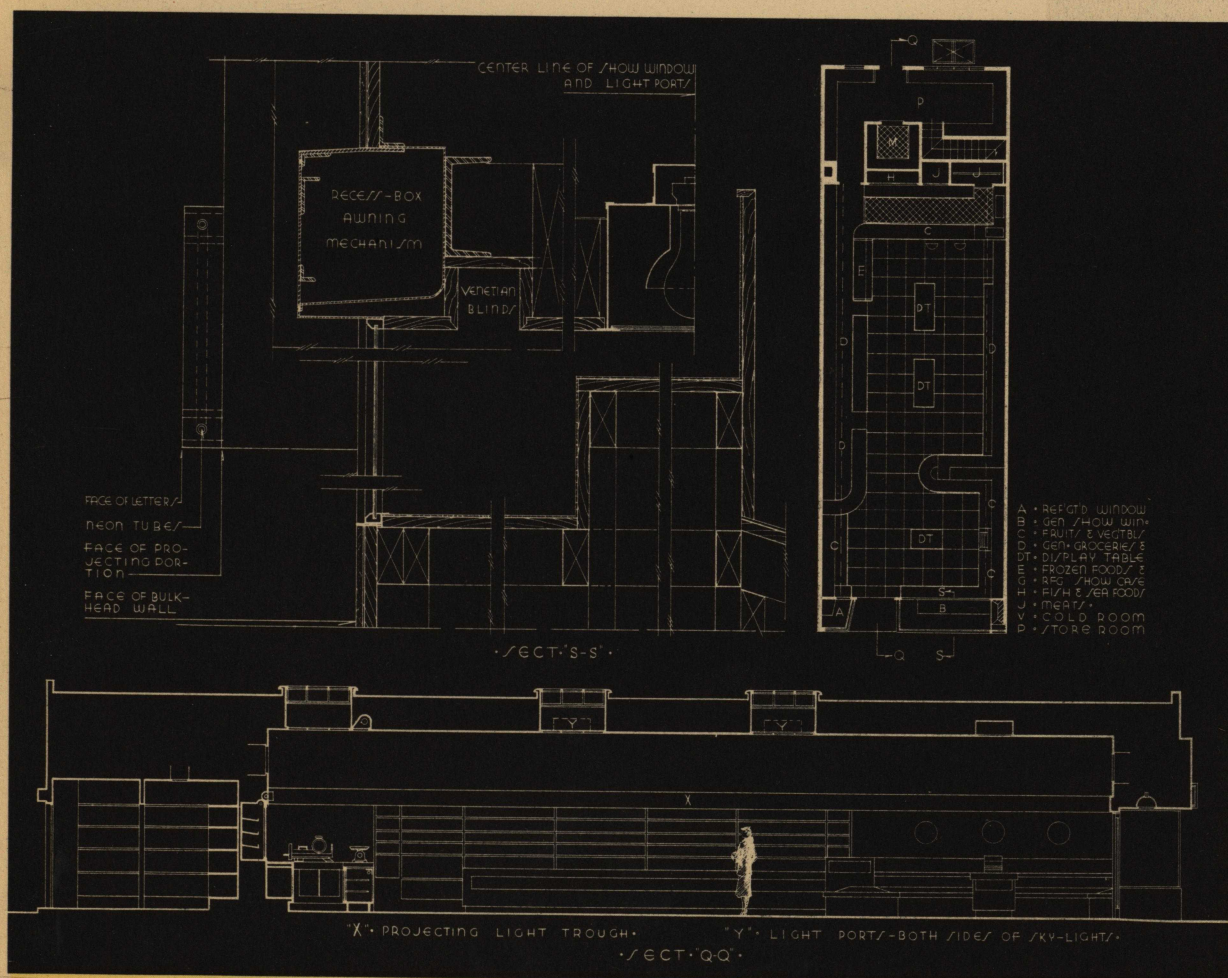


DESIGN NO. 396

The treatment of this front is unusually clever and gives it a note of distinction. The repetition of the mural designs on the upper exterior wall has been well handled and definitely stamps it as a food store. The gray green Vitrolite facing of the bulkhead and lower exterior walls goes well with the general color scheme of the upper wall. The window arrangement provides for plenty of display space and the interior is well lighted by skylights and concealed lights around the walls.



Design by THEO. B. VOYVODICK and J. J. PANKUCH HONORABLE MENTION

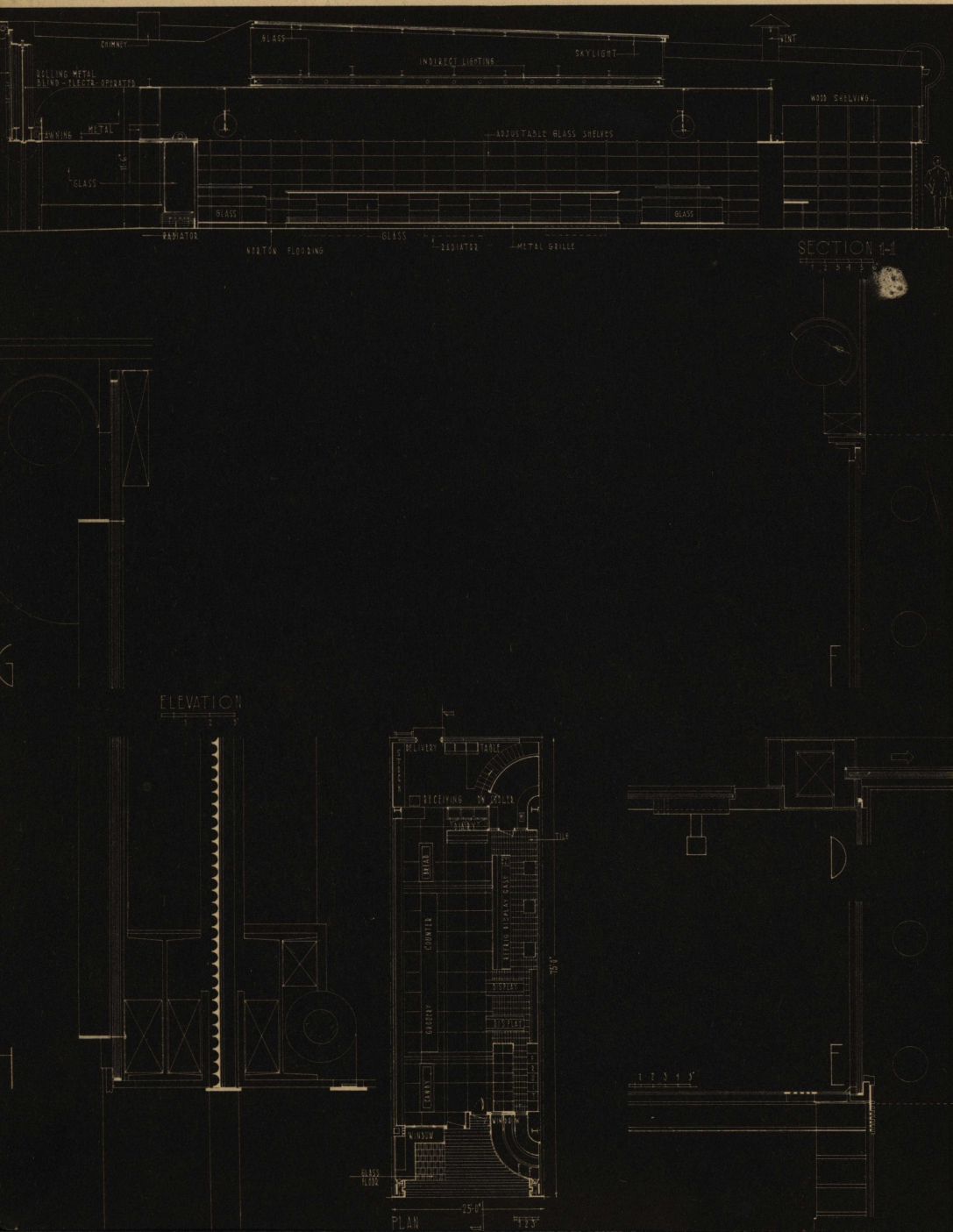
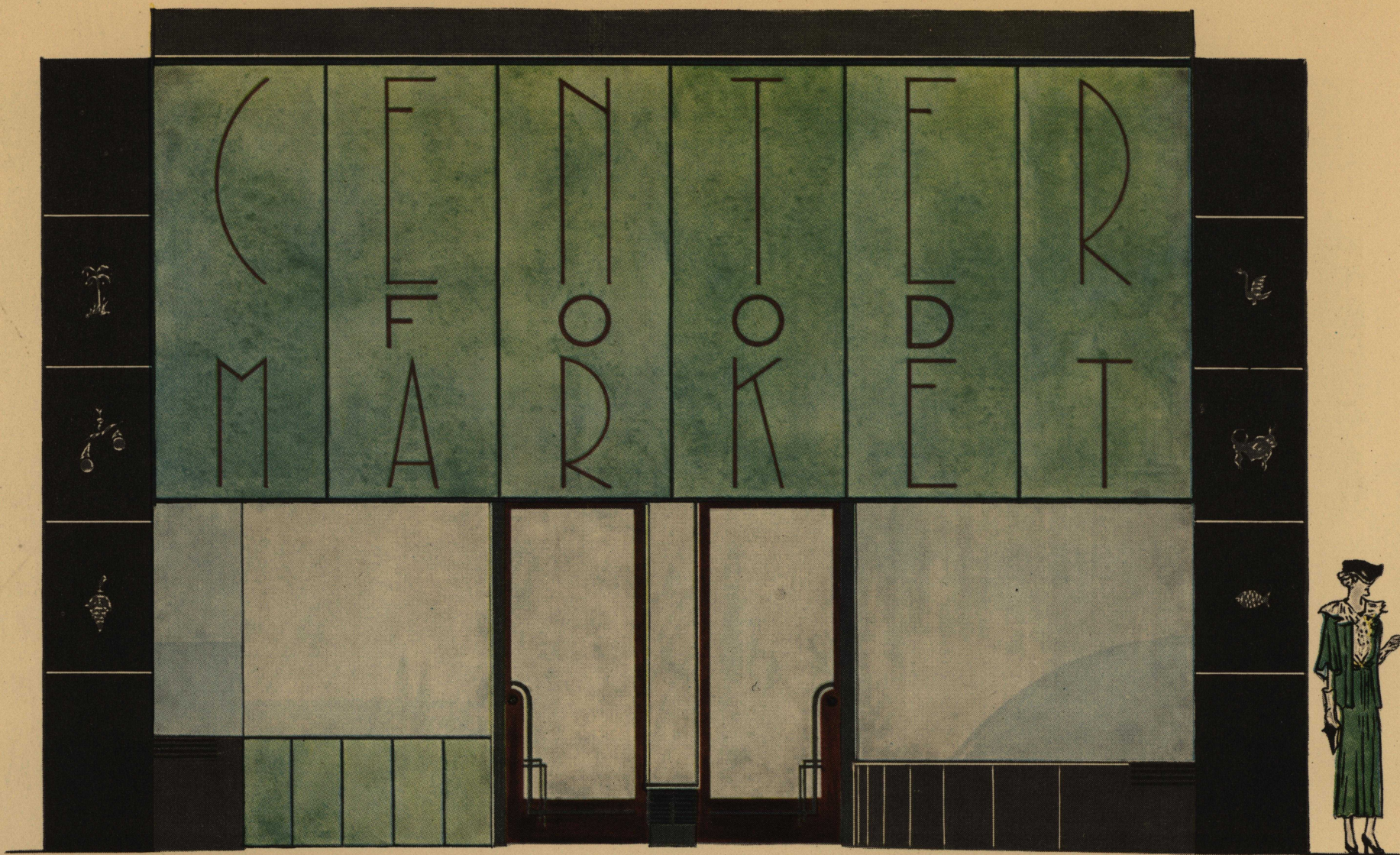


Design by CHARLES DuBOSE

HONORABLE MENTION

DESIGN NO. 510

An interesting well balanced treatment of the major areas of the front makes this design very attractive. The large window at the right balances with the refrigerated window, door and sign background at the left. It is well suited for a store that features its meats and the special window at the left serves this purpose well. The interior is simple, well arranged and quite workable. It affords good display for all kinds of merchandise and ample store room space in the rear of the store.



DESIGN NO. 314

This design provides for an unusual entrance that, while it takes up some space, is nevertheless quite inviting. The combination of black and green Vitrolite for the facing of exterior walls and columns is very pleasing. The large sign treatment is very striking. Effective natural and artificial lighting is planned for the well laid out interior, which, in spite of the space taken up by the large lobby, allows for good display of merchandise and considerable stock room space.

Design by
SIGISMUND J. V. VON ROSEN
HONORABLE MENTION

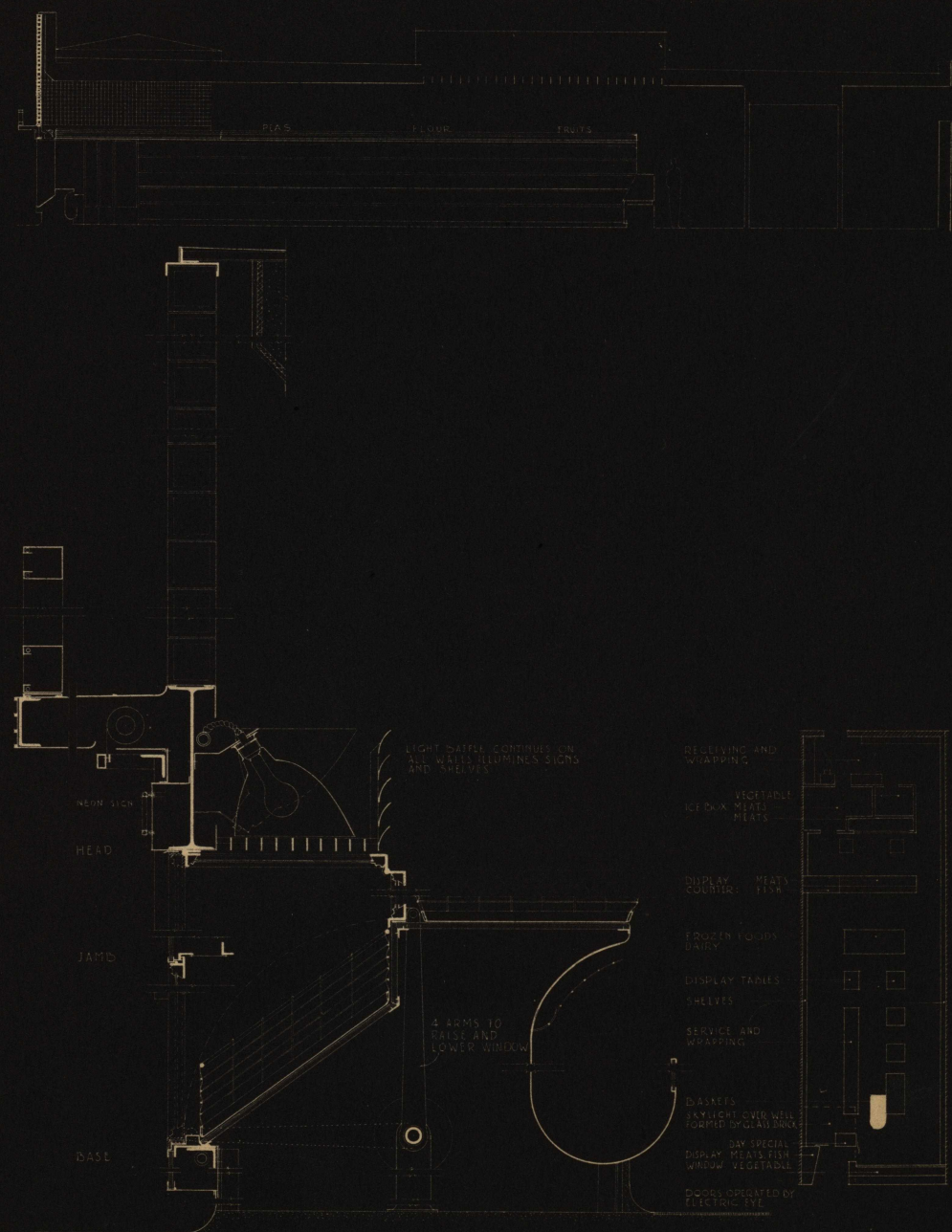


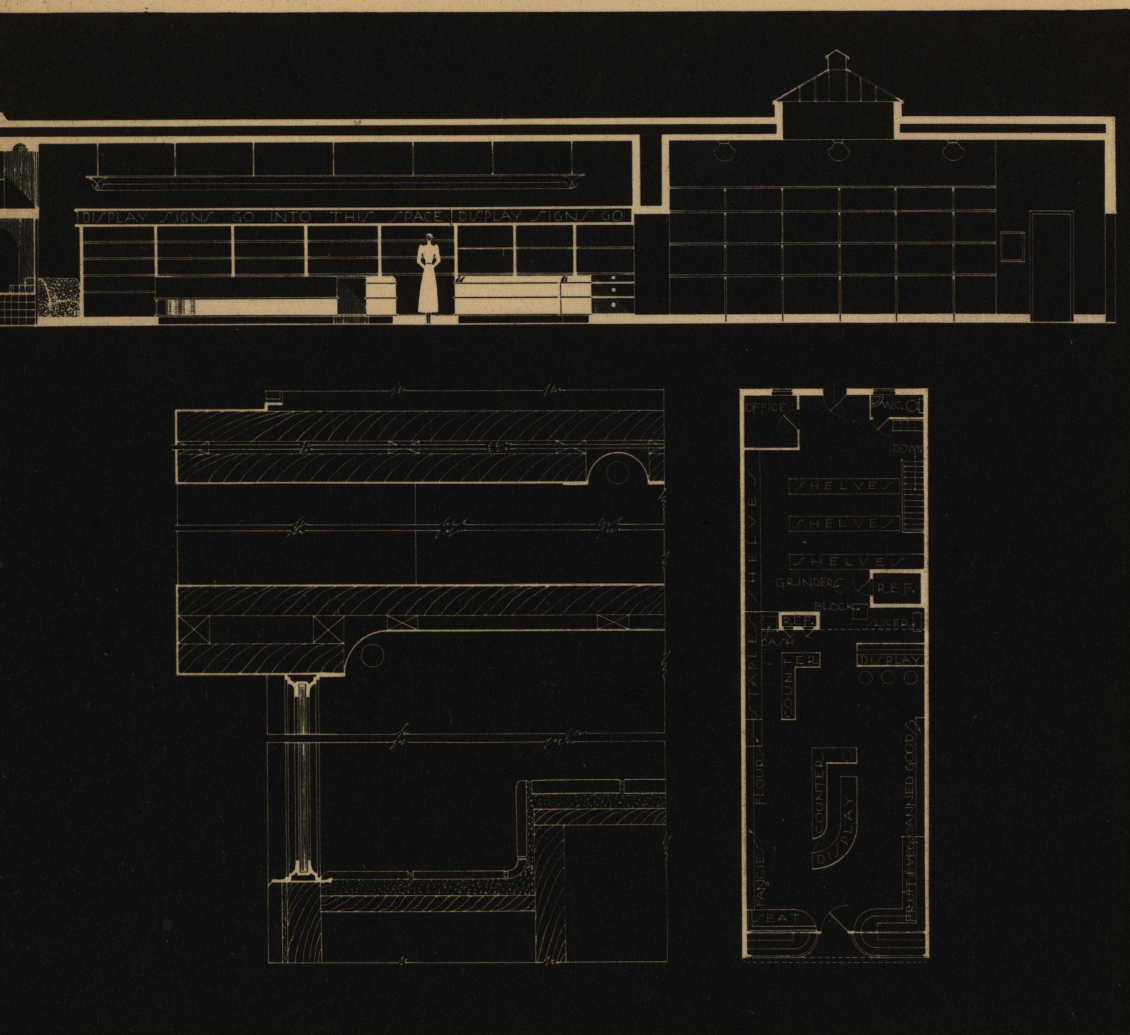
DESIGN NO. 554

Here is a store front and interior layout intended for the self-service type of market. The combination of Vitrolite structural glass, clear plate glass and glass masonry produces an interesting and arresting ensemble. The main display window arrangement has several unusual features that make for ease in setting the merchandise to be shown. All windows are well lighted and the refrigerator display for meats will help produce extra revenue for that branch of this food store's operation.

Design by
H. K. BIEG
HONORABLE MENTION

page fifteen





Design by CARL MAAS

HONORABLE MENTION

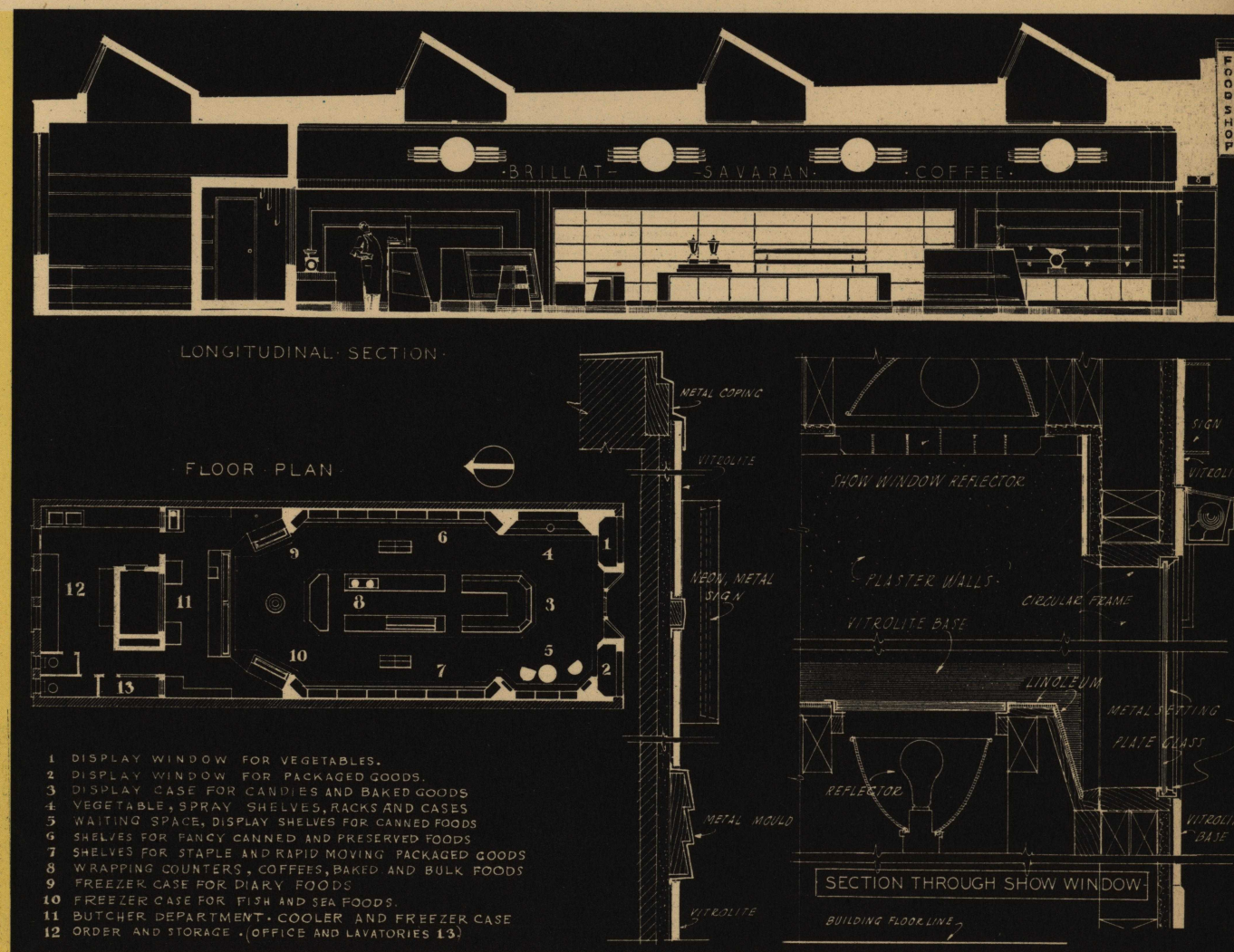
DESIGN NO. 296

This store front would be ideally suited for a small store catering to a good clientele. Its design is neat and attractive. Good window display is provided and again the curved plate glass windows invite entrance. The interior is arranged for practical handling of traffic and the display of merchandise. If the clerks are all busy the owner has thought of the comfort of his customers by providing a seat where they may wait to be served, and where they may get a good view of the merchandise he offers.



DESIGN NO. 244

This design presents an unusual type of window treatment for a food market, yet one that provides for good display of the merchandise. The green and black Vitrolite base and metal trim is exceptionally attractive. The well lighted interior has plenty of room for store traffic and display space. Furthermore this store design could be easily adapted for many other types of businesses.



Design by NOWLAND VAN POWELL

HONORABLE MENTION

GROCERIES

HILL & COMPANY LTD.

20

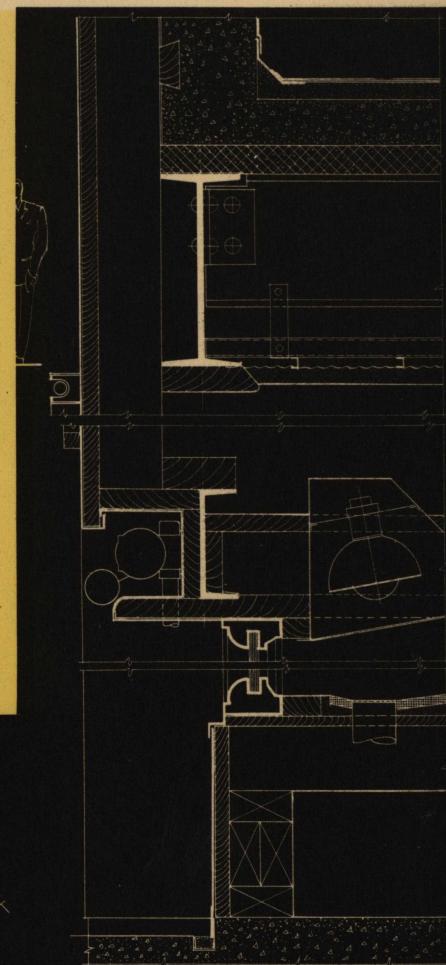
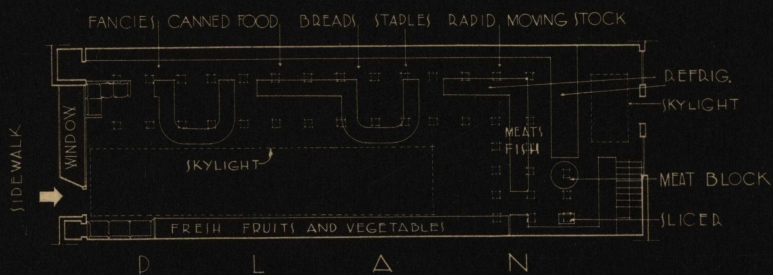


DESIGN NO. 69

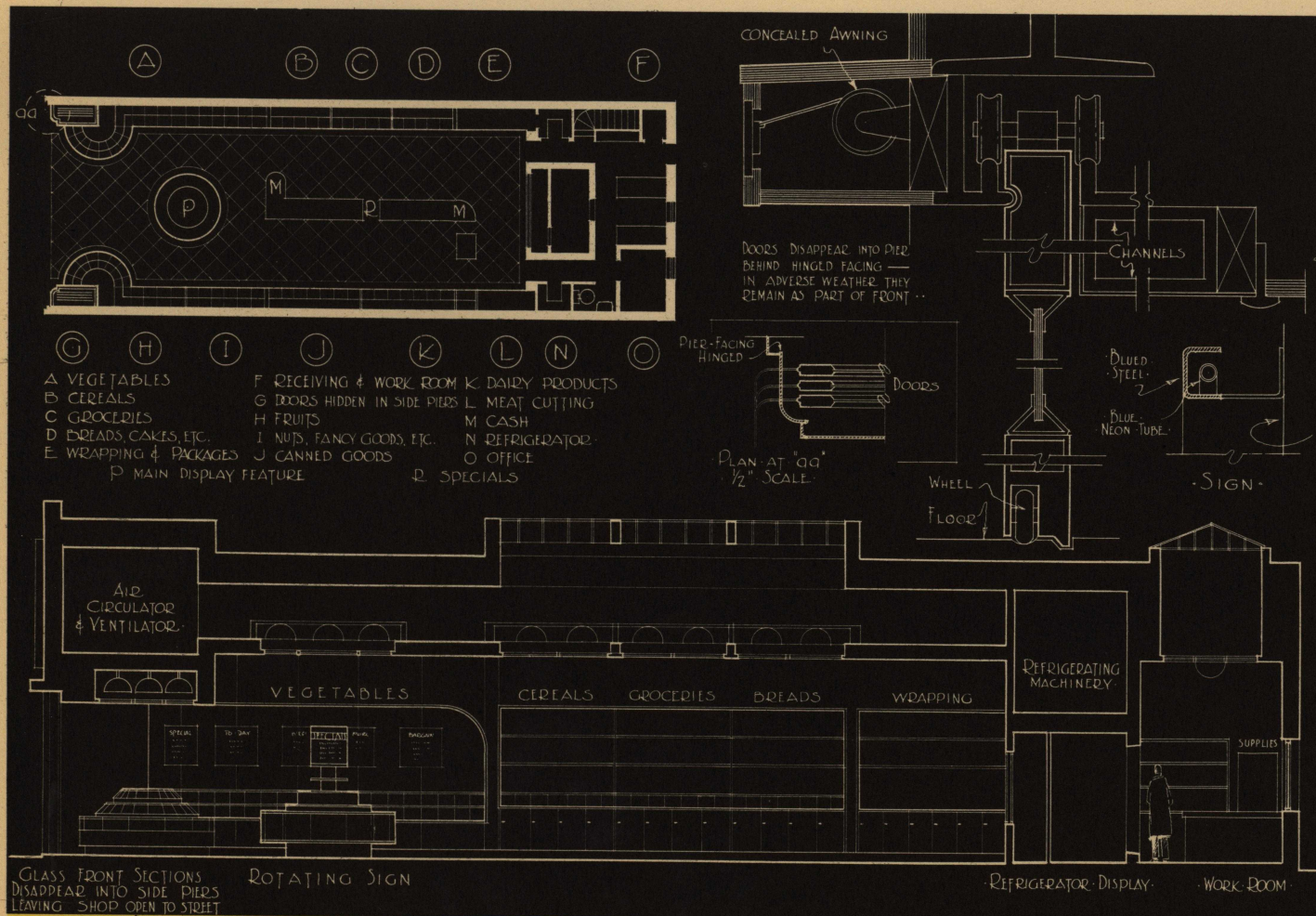
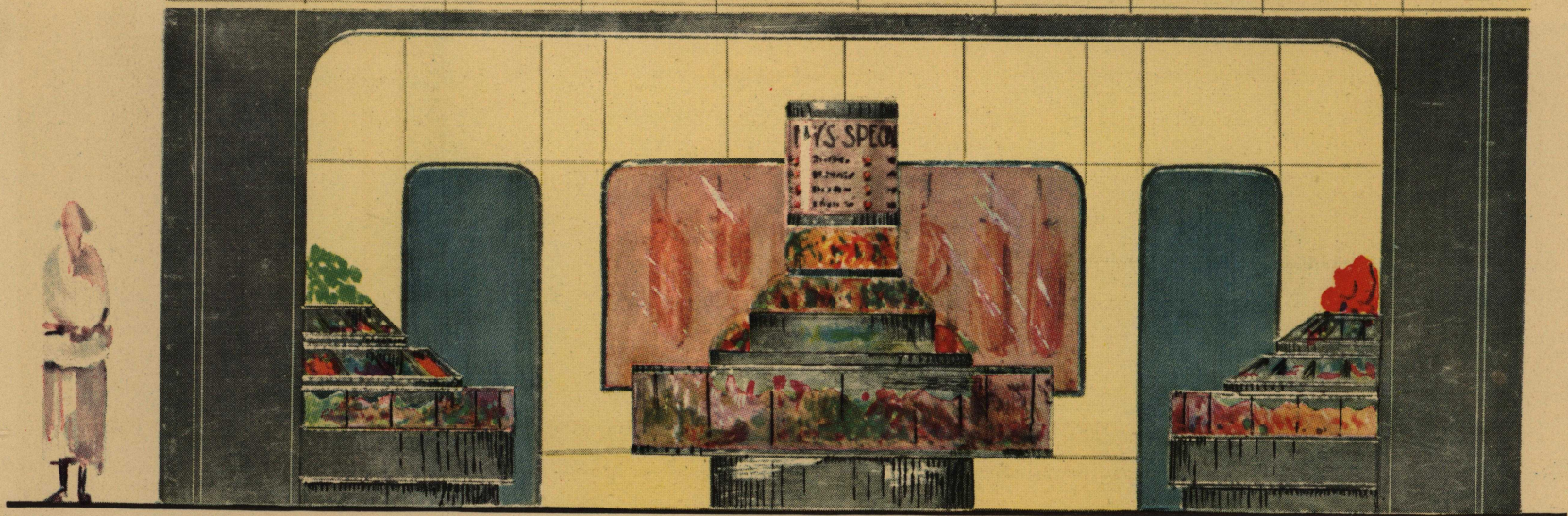
The simplicity of this design and the well planned interior, provides for ample store traffic and room for open display of all grocery items, and is suitable for the establishment doing a large volume of business. Here again seats are provided for the comfort of the patrons. The generous space allotted

to meat and dairy products would please the merchant specializing in these items. The combination of light and dark areas of Vitrolite on the facing of exterior walls is very attractive. The mellow colored Vitrolite forms an ideal background for the Neon sign. The window treatment is conventional but affords a good display area.

Design by
ROYAL BARRY WILLS
and HUGH A. STUBBINS
HONORABLE MENTION



Legumes



Design by J. GORDON CARR

HONORABLE MENTION

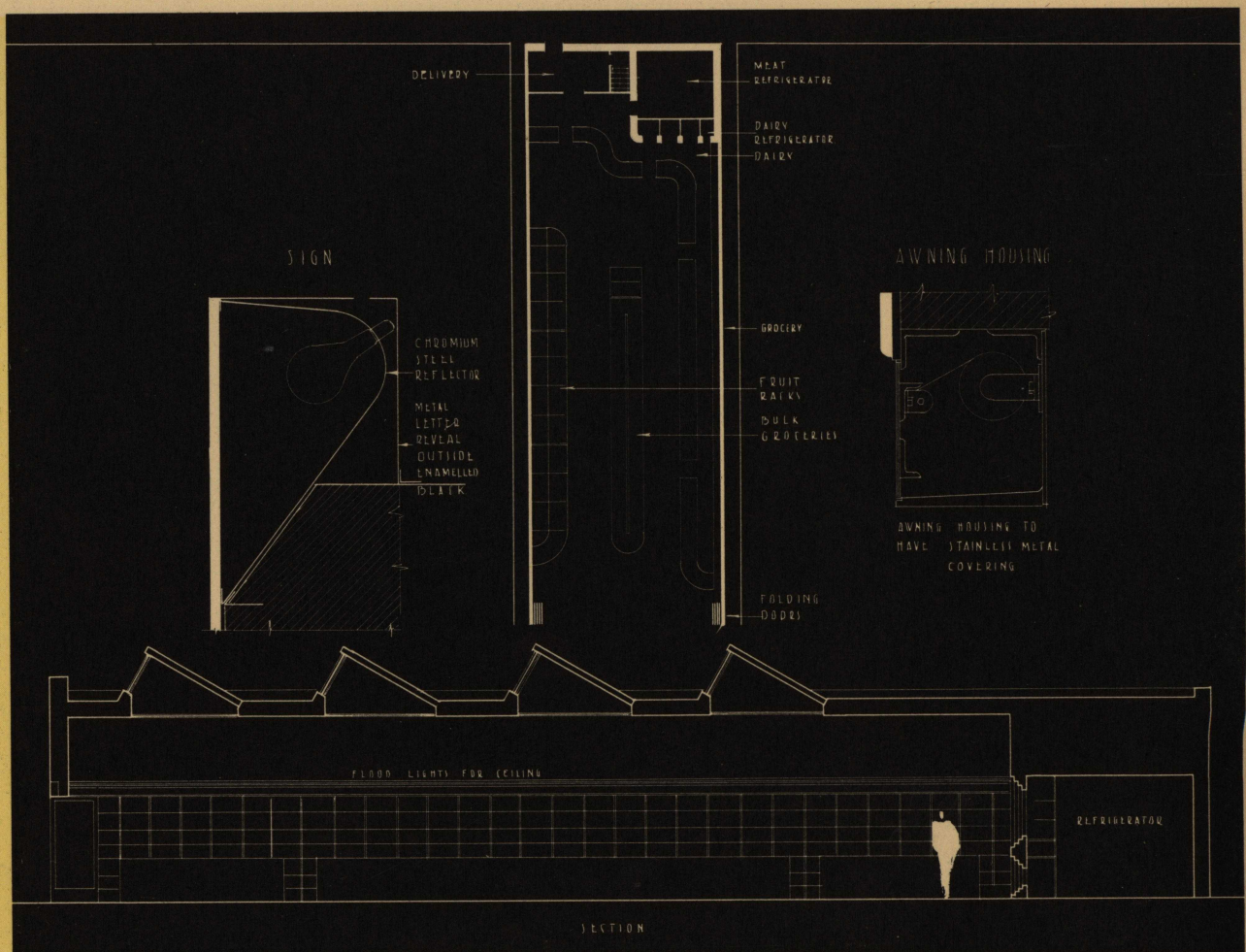
DESIGN NO. 343

Another treatment of the open front store which employs a central island display with pyramidal open display stands on either side. Much of the business of the store on perishable produce could be carried on in this area. The lower facing of the exterior of the store is of stainless steel, while the upper section is of gleaming ivory Vitrolite. The column facings on either side of the central opening are hinged to allow the folding glass front to be moved into place in adverse weather. The sign is of blued steel channels with concealed Neon lighting.

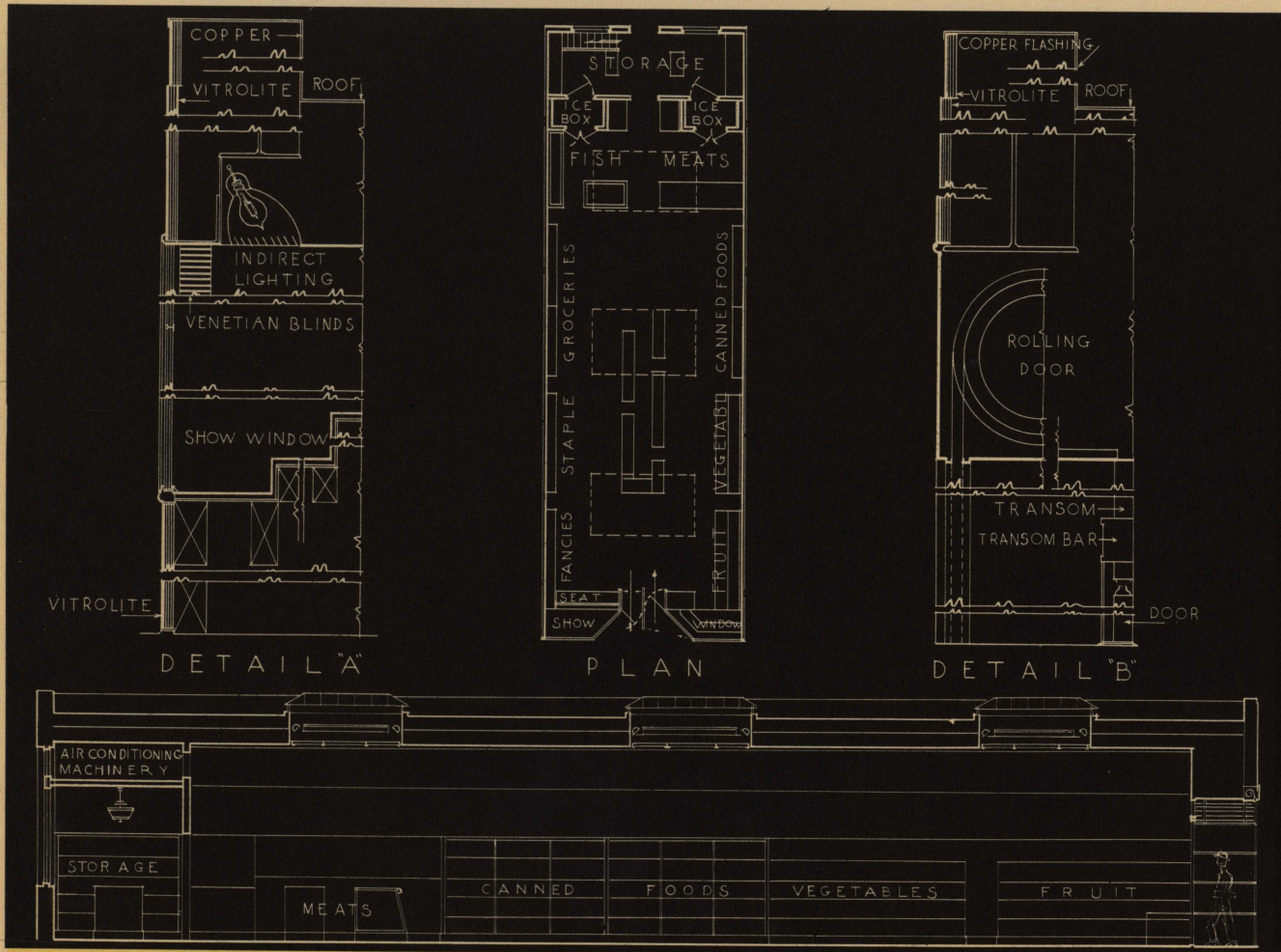
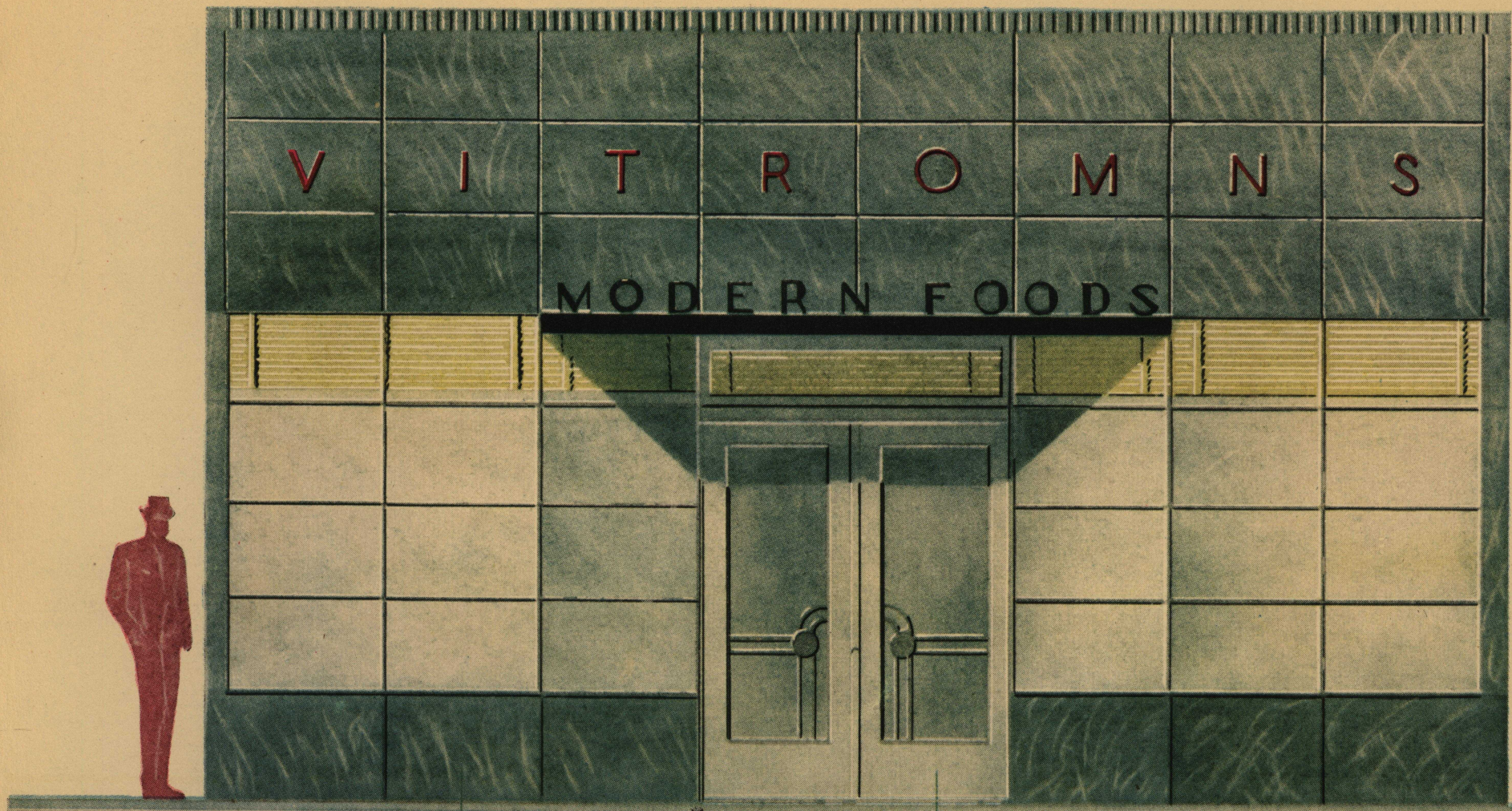


DESIGN NO. 359

This design presents a somewhat simpler, yet very effective arrangement of the open front market. The folding glass doors are not concealed when the front is open but do not obstruct the entrance. The ends of the center and side counters can be used to advantage for open display of merchandise. Other details of the interior layout are quite workable and so arranged as to handle a good amount of store traffic. The upper white facing of Vitrolite is suitable for almost any sign treatment.



Design by MAURICE LUBIN and SUREN PILAFIAN HONORABLE MENTION



Design by MAITLAND C. HARPER

HONORABLE MENTION

DESIGN NO. 312

A simple dignified design with a very modern note. The windows are not conventional but the division strips of aluminum alloy are placed so as not to interfere with the view of the merchandise. The tropical green Vitrolite suggests the freshness so inviting to the shopper in search of provisions. The detail provides for good illumination of the store window. Ample daylight enters by three skylights of Blue Ridge Glass. Wire glass is used for the outside of the skylight, and Velvex for the interior.

SUGGESTED PARTIAL SPECIFICATIONS

DESIGN NUMBER	502	450	705	568	396	510	314	554	296	244	69	343	359	312
SHOW WINDOW	¼" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	¼" P. P.
TRANSOMS	⅛" F. D.	¼" P. P.	¼" P. P.	—	¼" P. P.	⅛" F. D.	¼" P. P.	¼" P. P.	—	¼" P. P.	—	—	None	¼" P. P.
DOOR	¼" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	¼" P. P.
SHOW WINDOW LIGHTING TR. & FIX.	⅛" F. D. Sd. Blast	B. R. Muralex	¼" P. P. Sd. Blast	—	Reflector	⅛" Sd. Blast	—	Sand Blast	—	¼" P. P.	—	¼" P. P.	—	¼" P. P.
SHOW WINDOW MIRROR	—	—	¼" P. P.	¼" P. P.	—	—	¼" P. P.	—	⅛" P. P.	—	—	¼" P. P.	—	¼" P. P.
SHOW CASE TOPS	⅜" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	⅜" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	—	¼" P. P.	Vitrolite	¼" P. P.
SHOW CASE FRONTS	¼" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	—	¼" P. P.	Metal	¼" P. P.
SHOW CASE SHELVING	⅜" P. P.	White Vitrolite	¼" P. P.	¼" P. P.	¼" P. P.	⅜" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	—	¼" P. P.	—	¼" P. P.
SHOW CASE MIRRORS	¼" P. P.	¼" P. P.	¼" P. P. Mirror	—	—	¼" P. P.	¼" P. P.	—	—	¼" P. P.	—	¼" P. P.	—	¼" P. P.
INTERIOR MIRRORS	—	¼" P. P.	¼" P. P.	—	—	—	¼" P. P.	—	—	¼" P. P.	—	¼" P. P.	—	¼" P. P.
INTERIOR DECORATIVE GLASS	—	Sand Blast	Sand Blast	—	—	—	B. R. Florex	—	—	Vitrolite	—	—	—	Velvex
INTERIOR LIGHTING FIXTURES	—	Sand Blast	Sand Blast	—	—	—	—	Sand Blast	—	Etched P. P.	Indirect	Indirect	Cove	Alum.— Glass
INTERIOR LIGHTING TROUGHS	—	Sand Blast	Sand Blast	—	—	¼" Sand Blast	Mirrors	Metal	—	Etched P. P.	—	Sand Blast	Cove	¼" P. P.
SKYLIGHTS (EXTERIOR)	B. R. Wire	B. R. Wire	¼" Velvex	B. R. Wire	Diffusex	Wire Glass	Velvex	Ribbed	Industrex	B. R. Industrex	Wire Glass	Wire Velvex	Wire Glass	B. R. Wire
SKYLIGHTS (INTERIOR)	¼" P. P. Sand Blast	B. R. Muralex	Sand Blast	—	—	¼" Sand Blast	Yellow Florex	Diffusex	—	B. R. Industrex	Wire Glass	Sand Blast	Diffusex	Velvex
SCREENS OR CAGES	⅜" P. P.	—	—	¼" P. P.	Wire	—	Florex	¼" P. P.	—	D. S. A.	—	—	—	—
PARTITIONS	—	—	⅜" Reglex	Diffusex	Diffusex	—	Florex	D. S. A.	Reglex	D. S. A.	—	—	—	—
REAR WINDOWS	⅛" B. R. Wire	B. R. Wire	¼" P. P.	Diffusex	¼" P. P.	⅛" Wire	B. R. Wire	D. S. A.	¼" P. P.	B. R. Industrex	D. S. A.	Pol. Wire	D. S. A.	B. R. Wire
STORE FRONT FRAME	Metal	Remov- able	Wood— Steel	Nickel Silver	Chrom.	Steel	Alum.	Alum.	Wood	Extrud. Alum.	—	Stainless Steel	Bl. Enam. Steel	Alum. Alloy
FACING OF BULKHEAD	Corr. Terrazzo	Front	Mahog- any	Vitrolite	Vitrolite	Vitrolite	Gr. Glass —Alum.	Vitrolite	Vitrolite	¾" Vitrolite	Vitrolite	—	Bl. Enam. Steel	Green Vitrolite
TRIM OF BULKHEAD	Stainless Steel	—	Mah. Sash	Nickel Silver	Chrom.	Brush— Alum.	—	Alum.	Metal	Metal	—	Stainless Steel	None	Alum. Alloy
FACING OF EXT. WALL, WALLS OR COL.	Vitrolite	Vitrolite Ivory	—	Vitrolite	Vitrolite	Vitrolite	Black Vitrolite	Vitrolite or Brick	Vitrolite	¾" Vitrolite	—	Iv. Vitrolite	White Vitrolite	Green Vitrolite
TRIM OF WALLS	Stainless Steel	Monel Metal	Mah. Mould.	Vitrolite	Vitrolite	Br. Alum.	Chrom. Mould.	Alum.	Metal	—	—	Blue Steel	—	Alum. Alloy
FACING OF SIGN BACKGROUND	Vitrolite	Vitrolite	⅜" Reglex	Vitrolite	Metal	Vitrolite	P. P. over Green	—	Muralex	Vitrolite	—	Iv. Vitrolite	Chrom. Steel	Green Vitrolite
SIGN LETTERING AND ILLUMINATION	S. S. and Neon	Red— Neon	Neon	Silver— Neon	Metal— Neon	Neon	Pol. Brass	—	Neon	Metal Letters	Alum.— Neon	Blue Neon	White Vitrolite	Red Neon
SHOW WINDOW FLOOR	Stainless Steel	—	¼" P. P. Mirror	Tile	Enam. Metal	Rubber	Glass Block	Vitrolite	Tile	¼" Linoleum	Ceramic Tile	Terrazzo	—	Green Vitrolite
SHOW WINDOW WALLS	Stainless Steel	—	—	Glass	Vitrolite	Lacq. Transite	Mirrors	Vitrolite	Tile	Plaster	Wood	Stainless Steel	—	Green Vitrolite
SHOW WINDOW CEILING	Stainless Steel	—	¼" P. P. Sd. Blast	Plaster	Acoustic	Lacq. Transite	Metal	Vitrolite	Metal	Plaster	Wood	White Vitrolite	—	Blue Vitrolite
SALES INTERIOR	—	—	—	—	—	—	—	—	—	—	—	Ivory Vitrolite	White Vitrolite	—
SALES WALLS	Vitrolite	Vitrolite White	Painted Plaster	Glass	Vitrolite	Lacq. Transite	Metal— Glass	Plaster	Paint	Painted Plaster	Painted Plaster	Ivory Vitrolite	White Vitrolite	Vitrolite
SALES CEILING	Acoustic Black	Acoustic Black	White Plaster	Plaster	Plaster	—	Metal— Glass	Plaster	Paint	Pt. on Plaster	—	White Vitrolite	White Vitrolite	Painted Plaster
SALES FLOORING	Terrazzo	Rubber	¼" Black Linoleum	Tile	Terrazzo	Terrazzo	Tile	Asphalt Tile	Terrazzo	Linoleum	Rubber	—	Terrazzo	Ceramic Tile
SALES SHOW CASES	Steel and Glass	Glass— Vitrolite	Movable	Metal— Glass	Chrom.	¼" P. P.	¼" P. P.	Alum. Glass	Black Glass	—	—	—	Wood—St. —Glass	Vitrolite
SALES FURNITURE	—	Leather Seats	—	Metal	Metal Leather	—	—	—	—	Steel Upholstr.	—	—	Steel	Steel
SALES MAIN LIGHTING FIXTURES	Indirect	Glass	Trough	Indirect	—	Indirect	Indirect	Sand Blast	Metal	Indirect	Indirect	Indirect	Cove	Indirect
SALES TRIM	Stainless Steel	Metal	Metal	Nickel Silver	Vitrolite	Stainless Steel	Chrom. Florex	Alum.	Metal	Wood— Metal	—	Stainless Steel	—	Alum. Alloy
HEATING, VENTILATING, AIR COND.	Air Cond.	Air Cond.	Air Cond.	Air Cond.	Air Cond.	Air Cond.	Steam	—	Forced Draft	Air Cond.	Air Cond.	Oil Hot Air Air Cond.	Heating— Fred. Draft	Vac. Vapor

Abbreviations: P. P.; Polished Plate—F. D.; Flat Drawn Window Glass—B. R.; Blue Ridge—S. S.; Stainless Steel—D. S. A.; Double Strength "A" Quality Window Glass.

THE DRUG STORE



Like the Food Store, the Drug Store of today little resembles its ancestor of 1900. It has changed materially during these years, and is still changing. Packaged goods, fast moving nationally advertised merchandise and an increase in the number of items carried have all played their part in this transition. Many druggists feel that in the last few years they have been forced to subordinate their professional standing due to the variety of items which changing merchandising methods and buying habits have required them to carry.

Now a new store is coming into being—a store that enhances its owner's reputation as a pharmacist. This modern drug store represents the last word in up-to-date retailing. Its interior is arranged with scientific orderliness and a utilization of all that has been learned in recent years about merchandise display and the buying psychology of the customer. Without blatant methods, it effectively introduces the customer to, and reminds him of, items which in the less modern store might be entirely overlooked. Like the Food Store, it utilizes otherwise waste space to sell items by open display without in any way congesting the normal flow of store traffic.

Turning to the exterior—the merchant's invitation to the

public for their confidence—the modern drug store takes advantage of every opportunity to attract the passing shopper. This modern front must at once bespeak sound management, cleanliness and professional integrity. Recent surveys have shown beyond doubt that wherever well planned modernization has been effected an increase in profitable sales has been the immediate result.

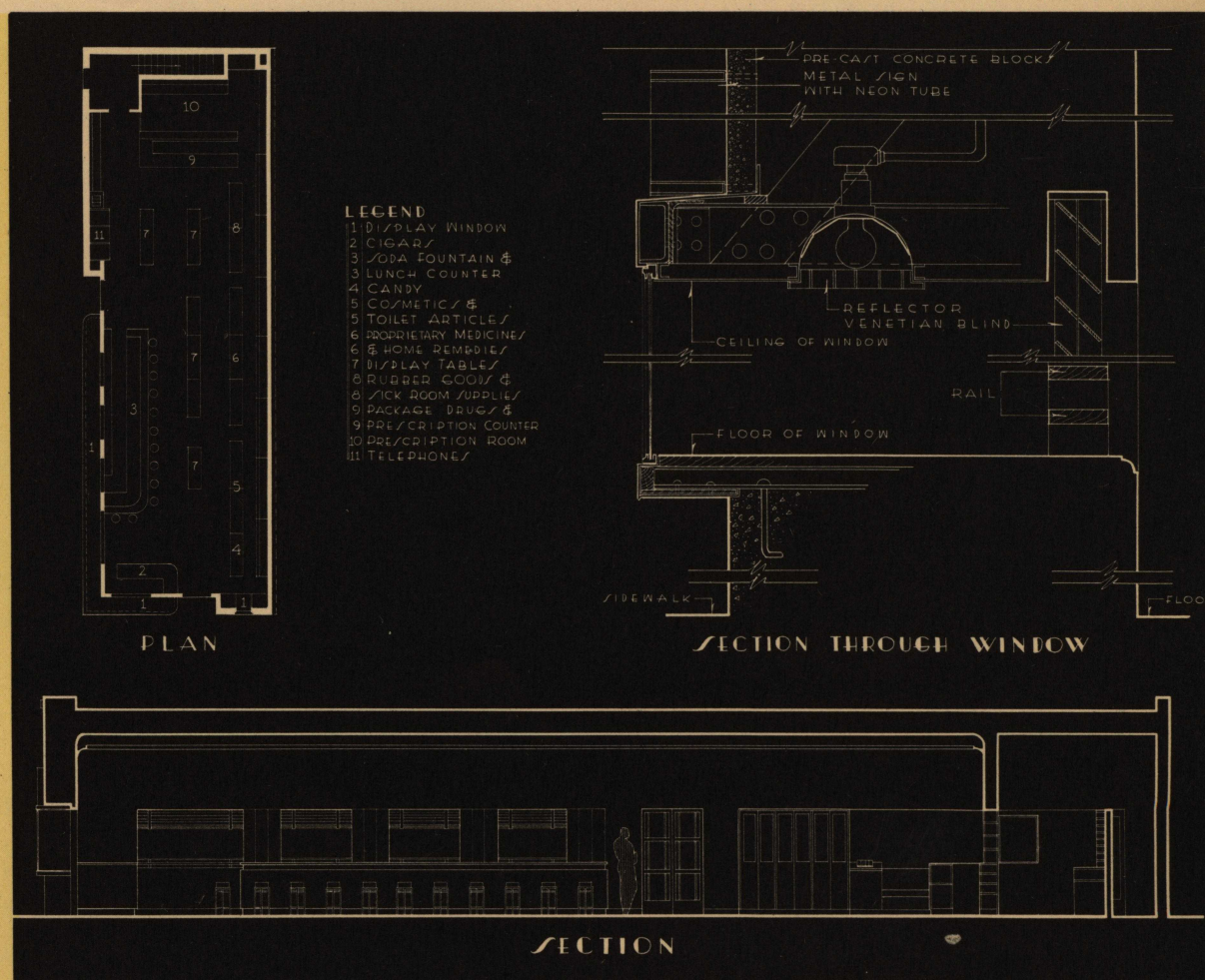
Here is illustrated the problem presented to the Architect to be solved in the "Modernize Main Street" competition. The building occupies a level corner lot 25'-0" x 75'-0" on the north side of Main Street. The long side faces West on the side street. The east party wall extends 6" into the store lot. The present clear height, floor to ceiling 12'-0". The designs on the following pages while intended specifically to meet the above problem may nevertheless be adapted to solve your problems.





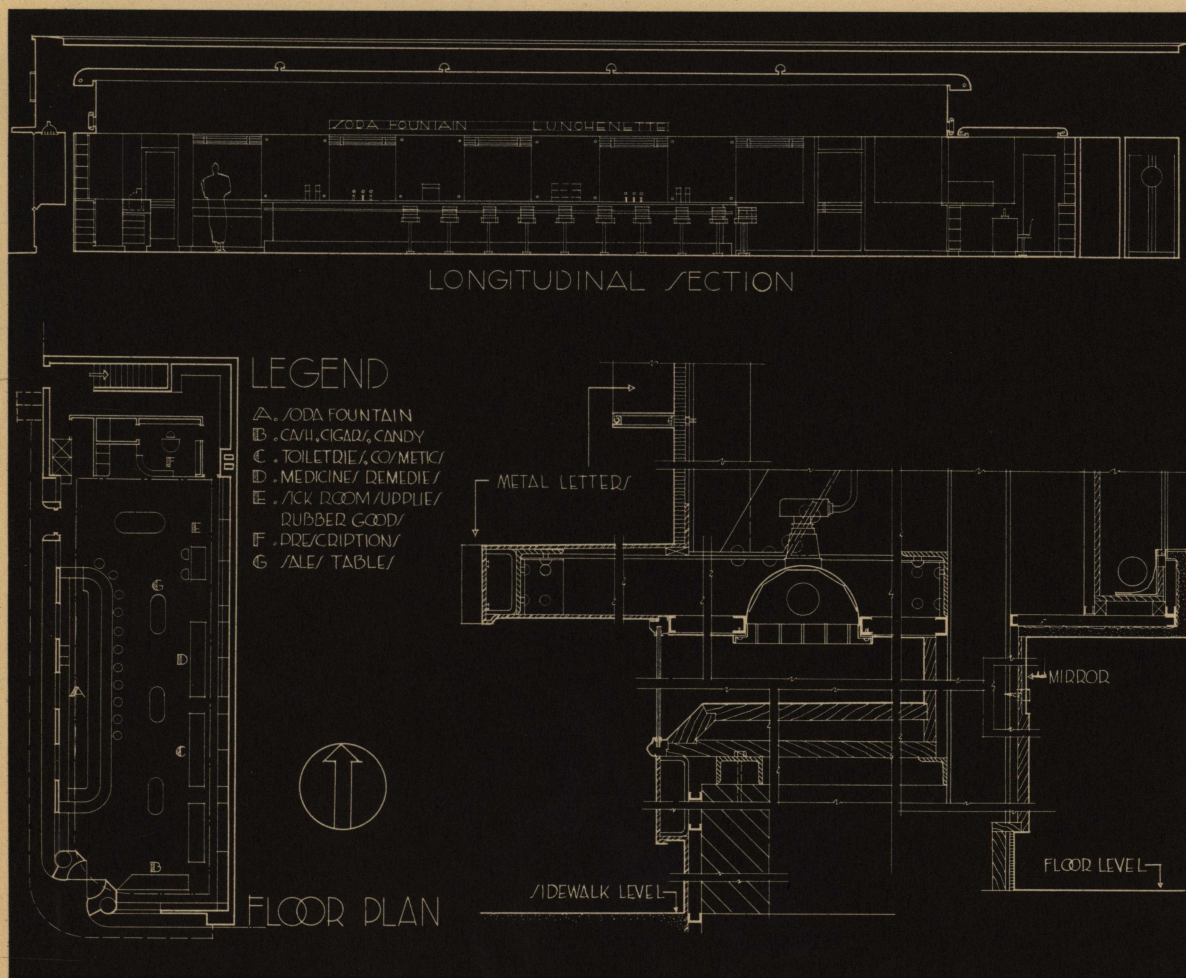
DESIGN NO. 406

This straightforward design possesses an intimate character which makes it ideally suited for practically every community. It is original without being bizarre, and entirely modern in design. Many merchants may want to enlarge the display window at the right by a substitute treatment. The interior plan is consistently simple and attractive. The compounding of prescriptions, the original and continuing function of the business, may be emphasized by having the pharmacist work behind glass partitions where he can be seen, or this activity may be carried on in the back room.



Design by M. RIGHTON SWICEGOOD

FIRST PRIZE \$1,000

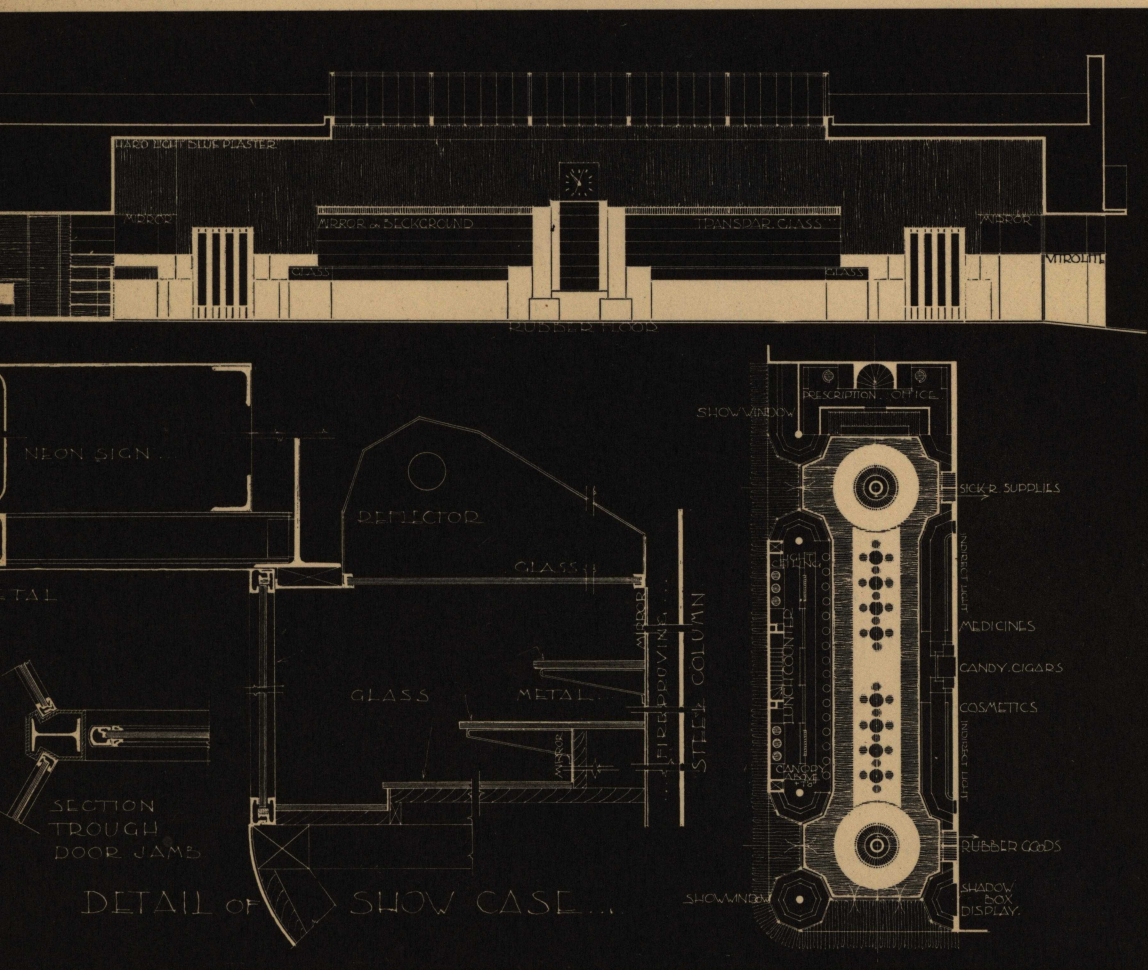
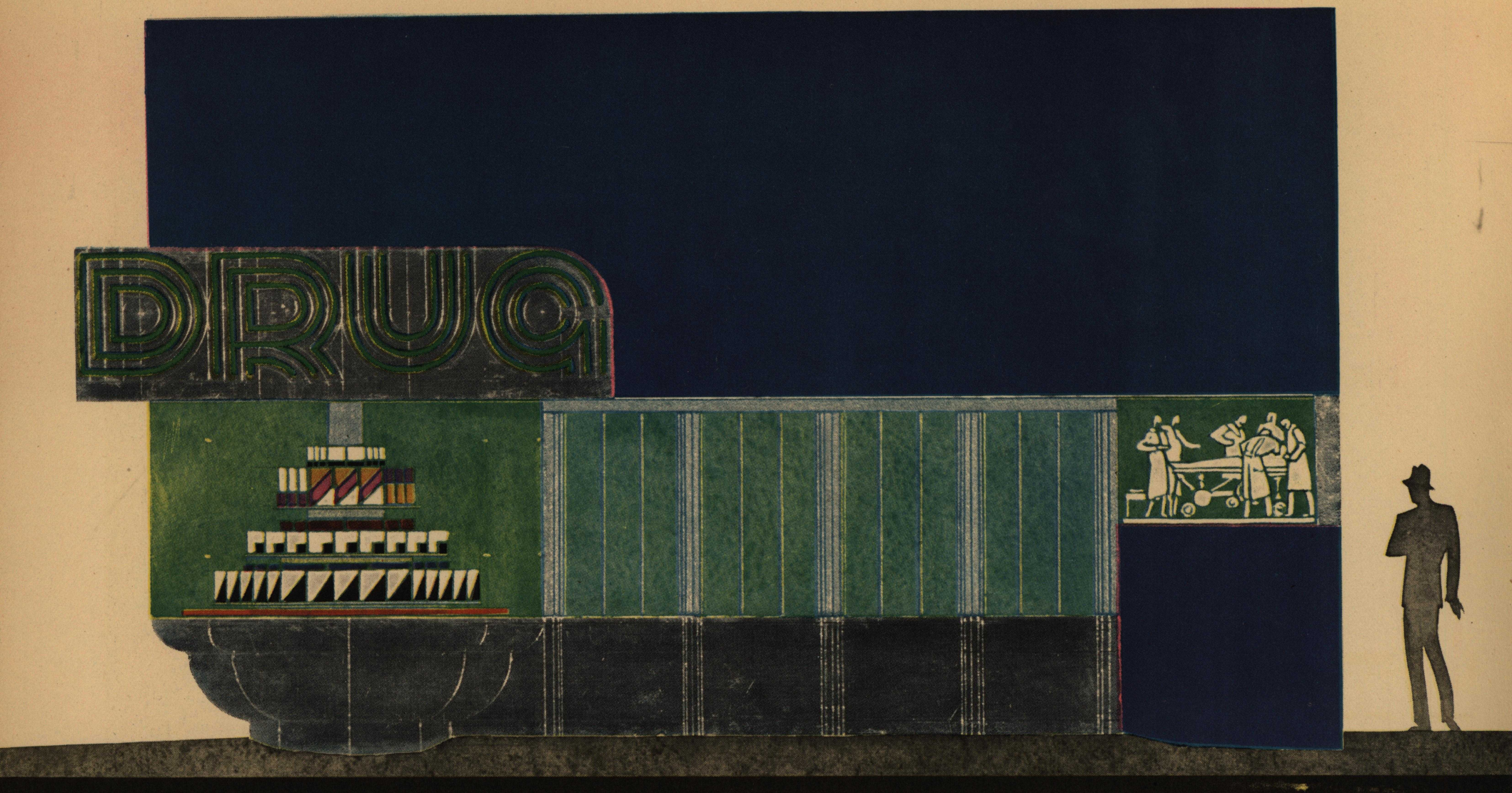


Design by G. FOSTER HARRELL, JR.

SECOND PRIZE \$750

DESIGN NO. 501

This drug store, with its corner as well as side street entrance, has large and useable display windows. The projecting hood is an attractive feature, serving both to emphasize the horizontality of the design and to prevent excessive window reflections. The interior plan is consistent and simple, and provides ample space for open display as well as an open prescription department. An interesting minor feature of the front is the toe-space for those who wish to stand close to the window. The Red Cross symbol and the dignity of the sign treatment suggest the high professional standing of the establishment.



Design by NICHOLAS B. VASSILIEVE

THIRD PRIZE \$500

DESIGN NO. 340

The unusualness of this design would attract a great deal of attention on any avenue. In some communities it would provide more entrances than necessary for normal traffic, and more of the front could be used for show window display. Display area has, however, been reclaimed by showcases at the side of the entrances. The octagonal corner case is effective and the shadow box at the right might be lowered a bit in the interest of the smaller passerby. The distribution of the merchandise in the actual store would undoubtedly be changed for greater convenience than indicated by the lettering on the plan.

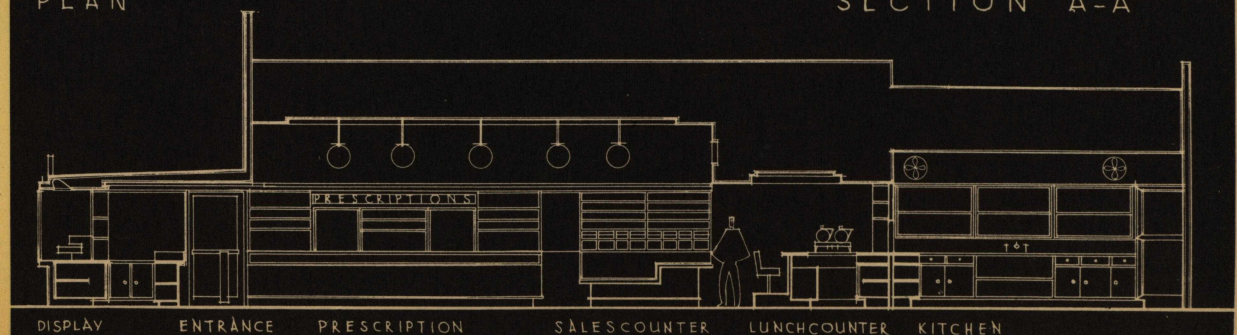
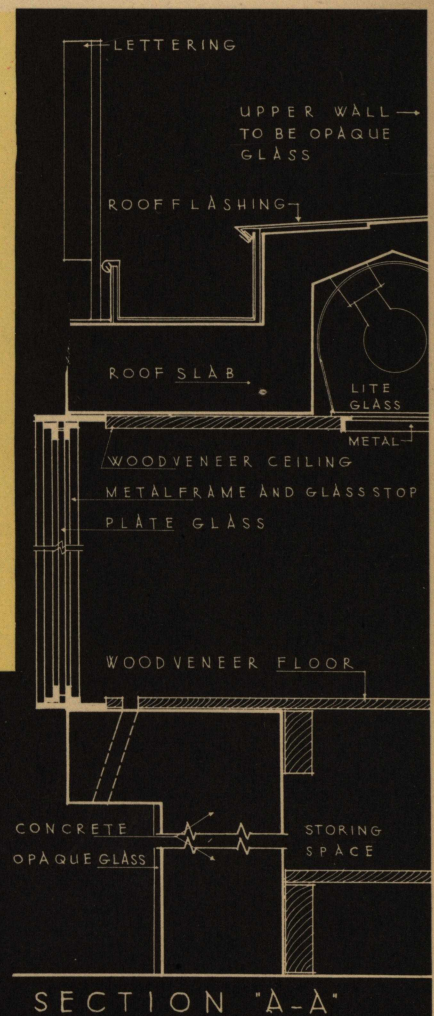
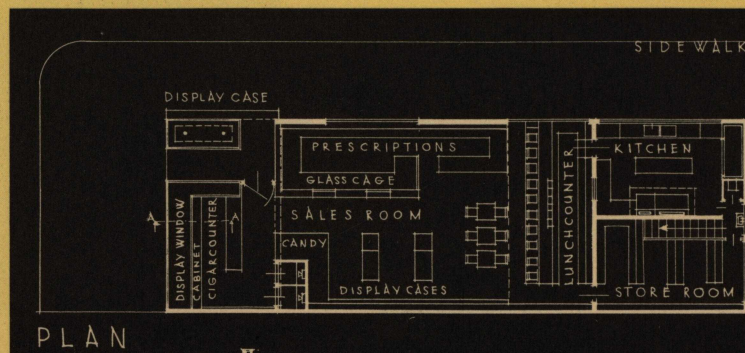


DESIGN NO. 480

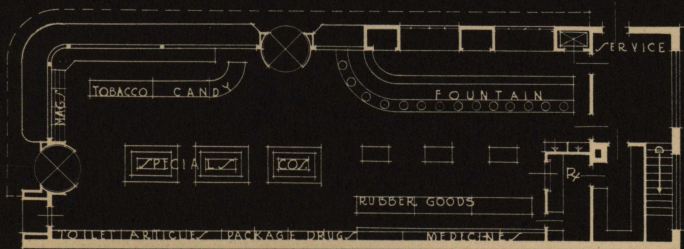
The front elevation of this design makes an effective use of colored Vitrolite to set off the display window, as well as attract attention to the entire store. The window treatment provides for ample space on the main street but might be enlarged to allow more area on the side street. The interior plan as arranged by

the designer appears to be intended for a drug store that specializes in prescriptions and food service. This plan would, to suit most druggists, have to be revised in quite a number of respects to allow for more space for toiletries, cosmetics and proprietaries and less for prescriptions and for the kitchen.

Design by
WILLIAM TUNTKE
HONORABLE MENTION



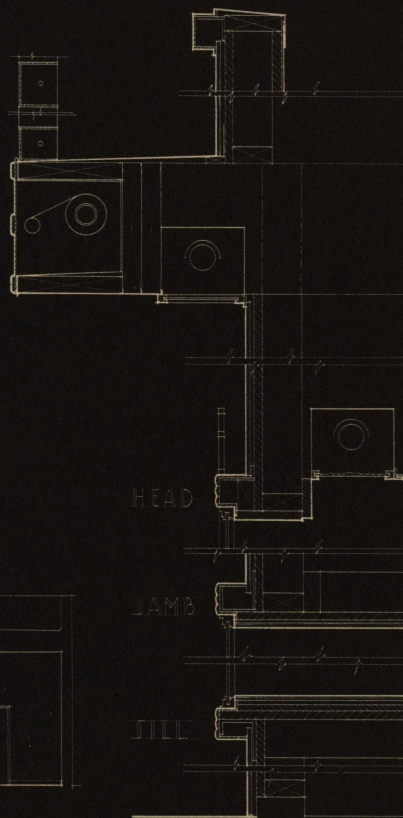
AJAX DRUGS



PLAN



SECTION



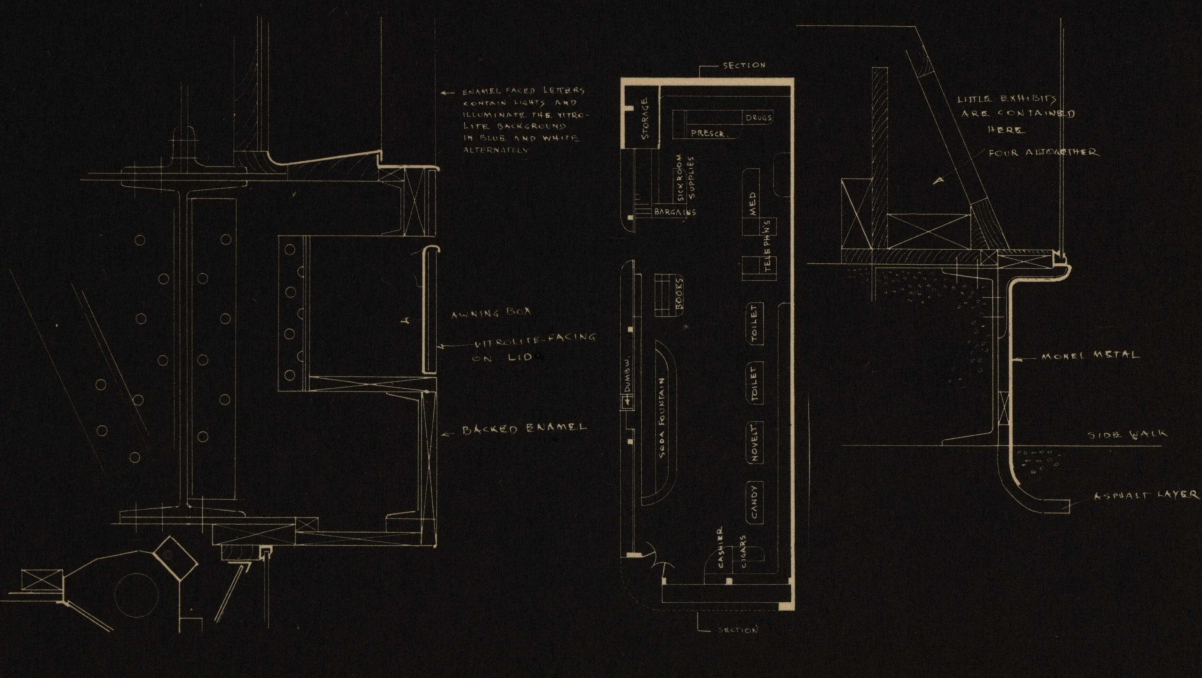
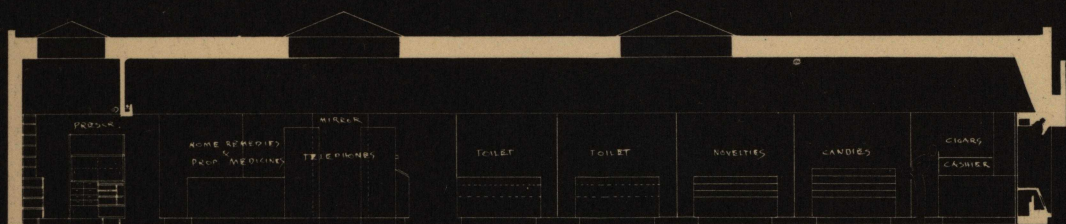
DESIGN NO. 684

An especially attractive design of three colors of Vitrolite combined with an interesting window arrangement. The curved corner window and the small window at the right combined with the bronze trim give this design an unusual note of distinction. The interior has plenty of space for display and the handling of traffic, through two entrances. A semi-open prescription department is indicated at the rear of the store, behind which is a store room and service entrance.

Design by R. F. McCLELLAND and V. N. JONES

HONORABLE MENTION

DRUGS



Design by MICHAEL AUER

HONORABLE MENTION

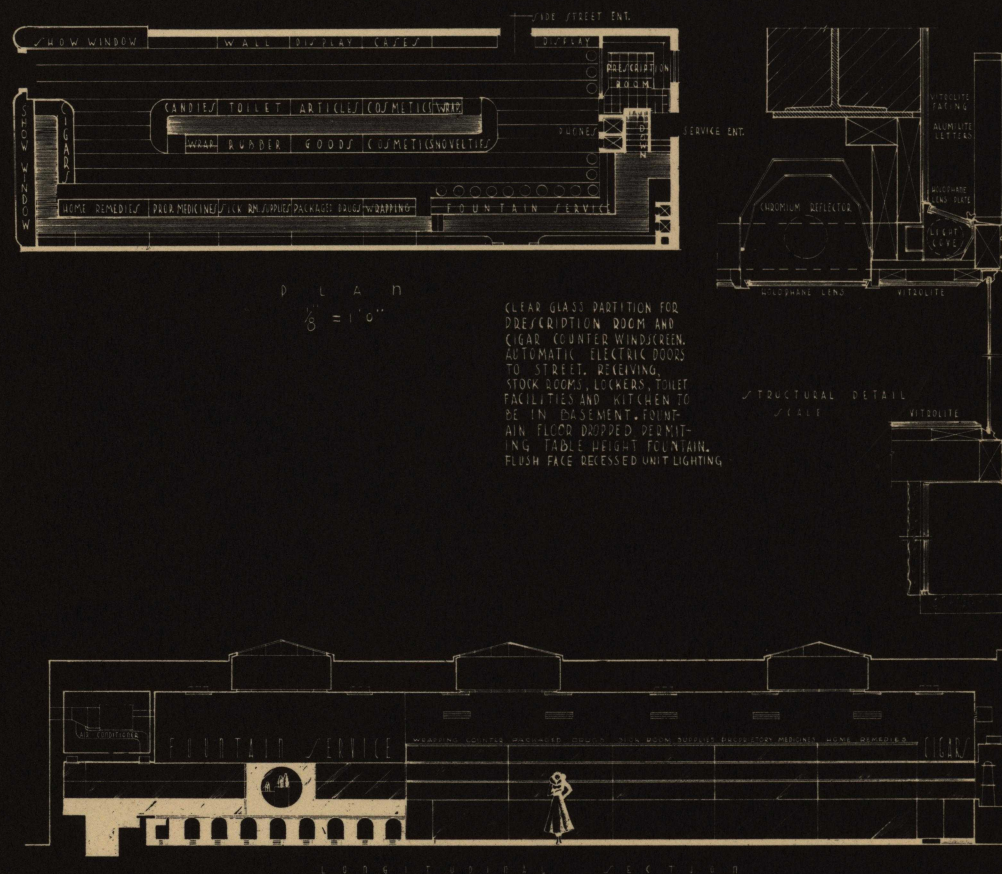
DESIGN NO. 438

A straightforward design that provides a generous amount of display window area on both the main street and side street. The side entrance is again provided for convenience and handling of traffic. The exterior columns and upper walls are of white and blue Vitrolite, while the bulkhead is of Monel Metal or this, too, could be made of Vitrolite. This treatment will result in an effective and compelling ensemble. The interior is very well laid out and has ample space for good display of merchandise and to handle a large volume of business.



DESIGN NO. 619

This very modern front fairly sparkles with Vitrolite and aluminum trim. The use of such generous amounts of these materials results in a splendid setting for the large areas of Polished Plate Glass. More space for display windows could be arranged for on the side street if desired. The interior plan is exceptionally well thought out. The design for the Fountain Service shows an interesting combination of the use of mirrors and Vitrolite. The balance of the interior will display merchandise well and handle a good amount of traffic. Again we find the pharmacist working in the open behind a screen of Polished Plate Glass.



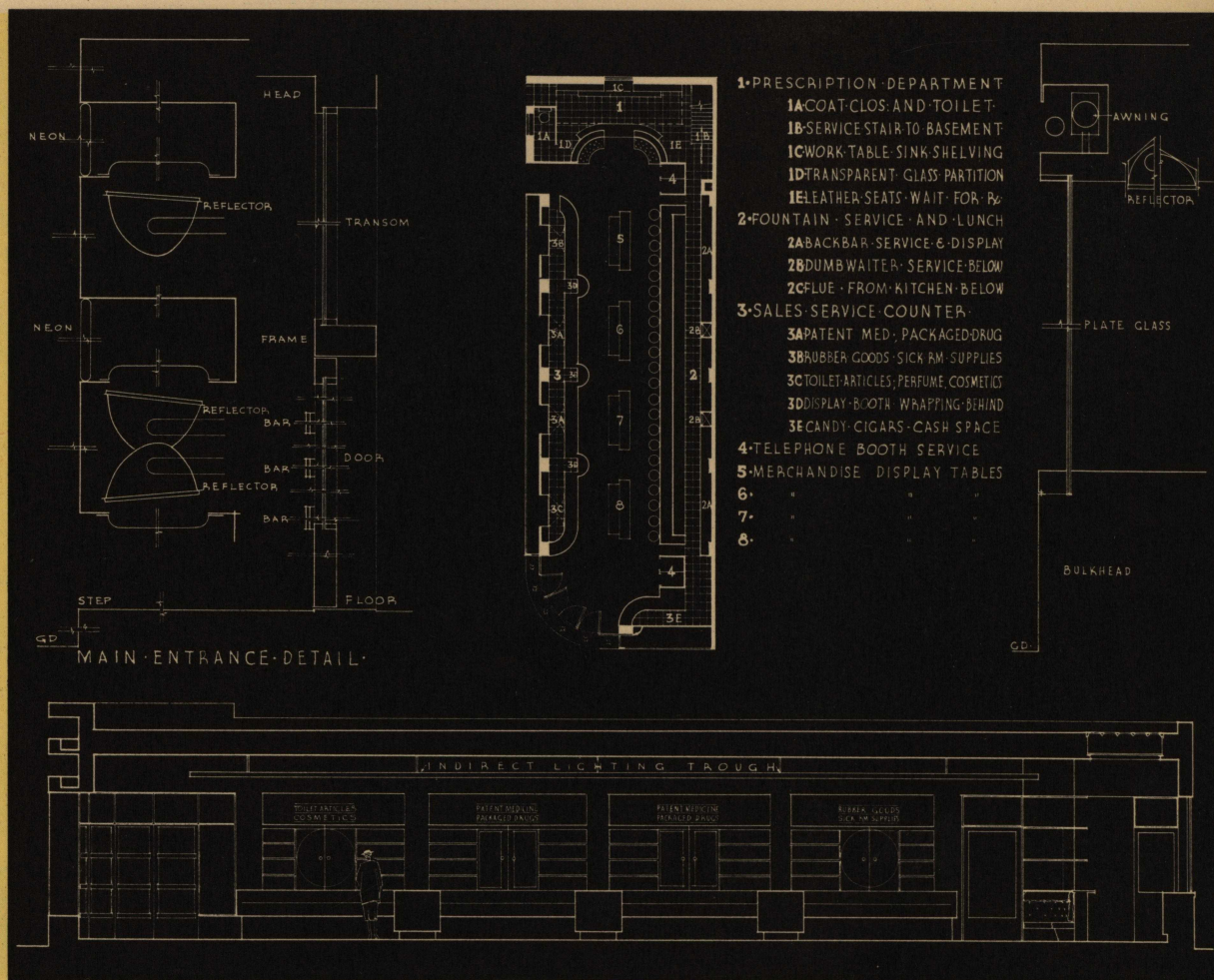
Design by MONTGOMERY FERAR

HONORABLE MENTION



DESIGN NO. 103

Interesting features of this design are its four door entrance and its unusual sign treatment. The latter emphasizes the professional character of the establishment, while the door arrangement is inviting. Provision has been made for good display windows on the main and side streets. The interior layout provides for a large fountain business and takes care of the pharmaceutical and proprietary requirements of the business with equal facility. The open prescription department plan will appeal to many pharmacists who wish to emphasize this very profitable department.

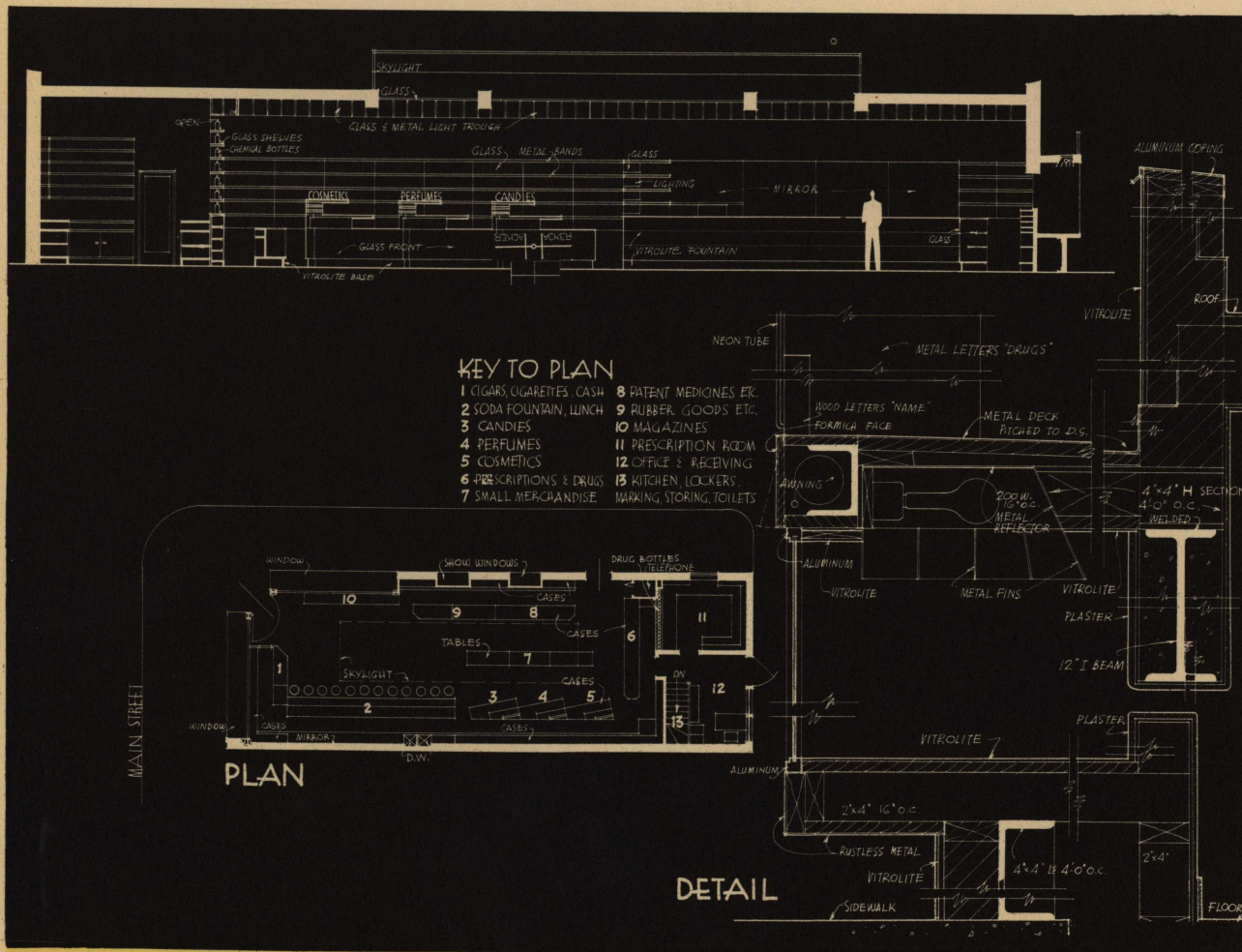


Design by HARRY LON ROSS

HONORABLE MENTION

DRUGS S O A G E N S O N S

246



Design by ISADORE SHANK

HONORABLE MENTION

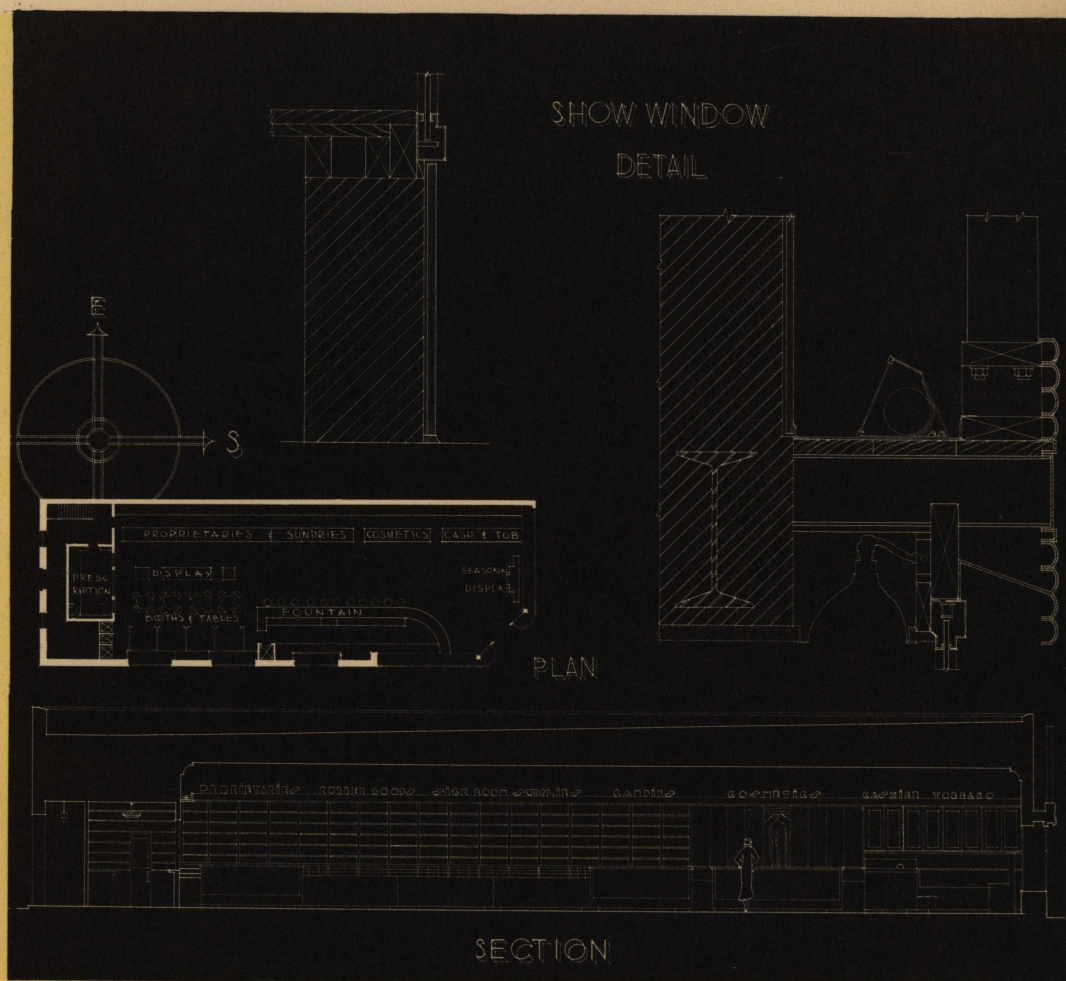
DESIGN NO. 534

Simplicity is the outstanding feature of this very modern design, and hence the reason for its appeal. The light Vitrolite bulkhead forms a good base for the balance of the elevation. White Vitrolite provides a splendid background for the bold Neon sign treatment. The display window area on the main street is sufficient but additional window display space could be provided for on the side street. The interior is somewhat conventional yet quite practical and well lighted by concealed lighting and by skylights.



DESIGN NO. 136

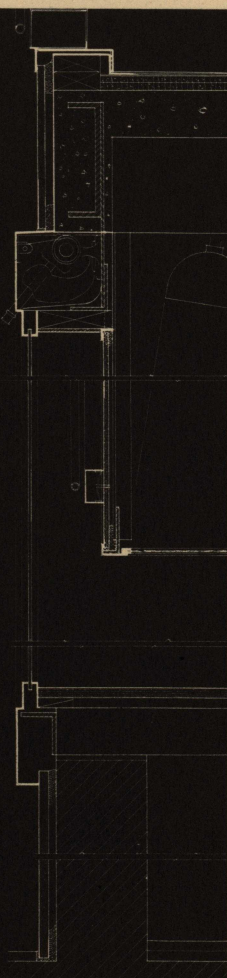
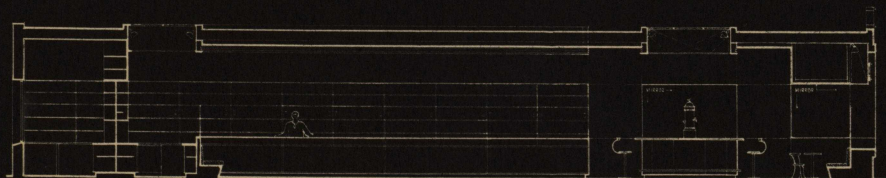
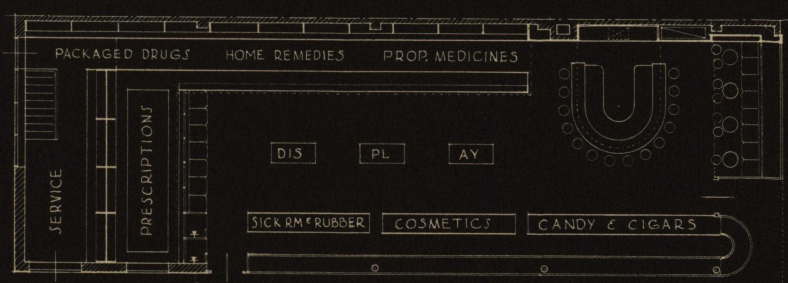
This design typifies the unusual effect that can be obtained by the combination of an intelligent use of Vitrolite, modern metal trim and clear sparkling Plate Glass. The curved Polished Plate Glass windows at the entrance are particularly pleasing. The interior amply provides for display and handling of the regular drug store merchandise and for fountain service. Additional open display tables could be placed in the center aisle without interfering with store traffic. The open prescription department is divided from the rest of the store by Polished Plate Glass.



Design by MELVIN L. WOLFSON

HONORABLE MENTION

CONSUMER



DESIGN NO. 347

Vitrolite is the exterior wall material for this simple, yet effective, modern design. The window treatment at the left of the entrance is made attractive by a continuation of the side street window into a half circle. The plan shows an unconventional layout for the soda fountain that leaves more space for wall and counter cases. Seats for those waiting for prescriptions are again indicated in front of the Polished Plate Glass screen separating this department of the business from the rest of the store.

Design by MORRISON BROUNN

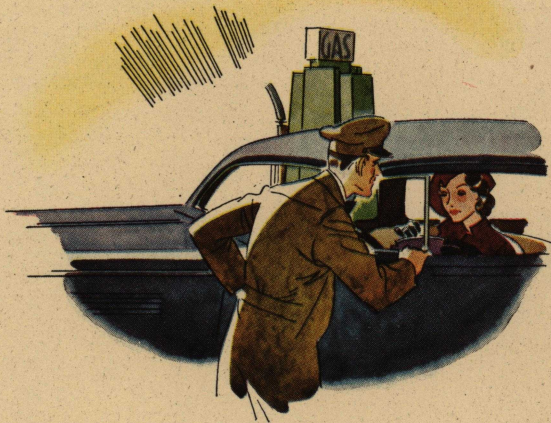
HONORABLE MENTION

SUGGESTED PARTIAL SPECIFICATIONS

DESIGN NUMBER	406	501	340	327	480	684	438	619	103	534	136	347
SHOW WINDOW	¼" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	¼" P. P.
TRANSOMS	—	⅞" F. D.	—	Translucent	¼" P. P.	¼" P. P.	—	—	—	—	D. S. A.	¼" P. P.
DOOR	¼" P. P.	¼" P. P.	F. D.	¼" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	¼" P. P.
SHOW WINDOW LIGHTING TR. & FIX.	Mirror Refl.	Reflector	Reflector	Reglex	Sd. Blast	Reglex	Reflector	Sd. Blast	Reflector	Reflector	Reflector	B. R.
SHOW WINDOW MIRROR	—	—	¼" P. P.	¼" P. P.	—	¼" P. P.	¼" P. P.	¼" P. P.	—	¼" P. P.	¼" P. P.	¼" P. P.
SHOW CASE TOPS	¼" P. P.	⅜" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	⅜" P. P.	¼" P. P.	¼" P. P.	⅞" P. P.	¼" P. P.	¼" P. P.
SHOW CASE FRONTS	¼" P. P.	¼" P. P.	⅞" Blue Opaque	¼" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	⅞" P. P.	⅜" P. P.	¼" P. P.	¼" P. P.
SHOW CASE SHELVING	⅜" P. P.	⅜" P. P.	¼" P. P.	⅜" P. P.	¼" P. P.	¼" P. P.	⅜" P. P.	¼" P. P.	¼" P. P.	—	¼" P. P.	¼" P. P.
SHOW CASE MIRRORS	¼" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	⅞" P. P.	—	—	¼" P. P.
INTERIOR MIRRORS	¼" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	⅞" P. P.	⅞" P. P.	¼" P. P.	¼" P. P.
INTERIOR DECORATIVE GLASS	—	—	⅞" Blue Opaque	—	—	Col. Plate	Vitrolite	—	⅞" P. P.	Reglex	—	Vitrolite
INTERIOR LIGHTING FIXTURES	Indirect	—	—	—	—	B. R.	"Garcy"	Muralex	B. R.	Reglex	Cove	B. R.
INTERIOR LIGHTING TROUGHS	Indirect	¼" Sd. Blast	—	Reglex	—	Sd. Blast	B. R. Velvex	Muralex	B. R.	Reglex	—	B. R.
SKYLIGHTS (EXTERIOR)	—	—	⅜" Velvex	—	—	—	B. R. Wire	B. R. Wire	B. R. Wire	B. R. Wire Glass	—	B. R. Wire
SKYLIGHTS (INTERIOR)	—	—	⅜" Velvex	—	—	—	B. R.	Muralex	Muralex Wire	Reglex	—	Muralex
SCREENS OR CAGES	—	⅜" P. P.	—	—	¼" P. P.	B. R.	¼" P. P.	¼" P. P.	⅞" P. P.	¼" P. P.	¼" P. P.	—
PARTITIONS	¼" P. P.	¼" P. P.	⅞" Vitrolite	—	¼" P. P.	Reglex	¼" P. P.	¼" P. P.	⅞" P. P.	B. R.	¼" P. P.	B. R.
REAR WINDOWS	—	—	—	B. R. Wire	¼" P. P.	—	—	B. R. Wire	B. R. Wire	D. S. A.	D. S. A.	B. R. Wire
STORE FRONT FRAME	—	Steel	Steel	Alum	Bronze	Steel	Alum.	Alum.	Stain. Steel	Alum.	Extr. Bronze	Stain. Steel
FACING OF BULKHEAD	Steel—Concrete	Stain. Steel	Alum. Alloy	Vitrolite	Vitrolite	Vitrolite	Monel Metal	Vitrolite	Vitrolite	Vitrolite	Vitrolite	Vitrolite
TRIM OF BULKHEAD	Metal	Stain. Steel	Alum. Alloy	Alum.	Bronze	Bronze	—	Alum.	Enam. Metal	Alum.	Bronze	—
FACING OF EXT., WALLS OR COL.	Vitrolite	Vitrolite	⅞" Blue Opaque	Vitrolite	Vitrolite	Vitrolite	Vitrolite	Vitrolite	Concrete Stucco	Vitrolite	Vitrolite	Vitrolite
TRIM OF WALLS	Metal	Stain. Steel	Alum. Alloy	Alum.	Vitrolite	Bronze	—	Alum.	Stain. Steel	—	—	—
FACING OF SIGN BACKGROUND	Vitrolite	Vitrolite	Alum. Alloy	Vitrolite	Metal	Vitrolite	Vitrolite	Vitrolite	Stucco	Vitrolite	Vitrolite	¼" Vitrolite
SIGN LETTERING AND ILLUMINATION	Metal—Neon	S. S.—Neon	Neon	Steel—Neon	Neon	Neon	Metal—Vitrolite	Alum. Letter	Metal Neon	Wood & Neon	Metal	Neon
SHOW WINDOW FLOOR	Blk. Linoleum	Nat. Wood	⅞" White Vitrolite	⅞" Vitrolite	Wood	Vitrolite	Vitrolite—Wood	Vitrolite	Rubber Tile	⅞" Vitrolite	Wood	Vitrolite
SHOW WINDOW WALLS	Lacq. Transite	Nat. Wood	Alum.	¼" P. P. Mir.	Wood	Vitrolite	Vitrolite—Wood	Mirrors	Wood	Plaster	Wood	Vitrolite
SHOW WINDOW CEILING	Lacq. Transite	Nat. Wood	⅜" Reglex	Plaster	Wood	¼" Muralex	Vitrolite	Vitrolite	Plaster	¼" Vitrolite	Plaster	Vitrolite
SALES WALLS	Lt. Gray	Lacq. Transite	⅞" Blue Opaque	Plaster	Plaster	Plaster	Paint	Plaster—Met. Lvs.	Stucco	Plaster—Vitrolite	Plaster	½" Vitrolite
SALES CEILING	Wh. Lacq. Transite	Acoustic	Acoustic	Plaster	Plaster	Plaster	Paint	Plaster—Metal	Acoustic	Plaster—Vitrolite	Plaster	Acoustic
SALES FLOORING	Terra Cotta	Terrazzo	Tile	Linoleum	Linoleum	Terrazzo	Linoleum	Linoleum	Terrazzo	Terrazzo	Terrazzo	Asbestolith
SALES SHOW CASES	Metal—Terra Cotta	Wood—Glass	Alum. Alloy	Stain. Steel	Glass—Wood	Glass—Vitrolite	—	Alum.—Glass	Metal	Glass—Alum.	Wood	Stain. Steel Glass
SALES FURNITURE	Leather	Metal	Steel	Leather	Metal—Leather	—	—	Alum.	—	—	—	Alum.—Leather
SALES MAIN LIGHTING FIXTURES	Indirect	Indirect	Indirect Alum.	Troughs	Indirect	Indirect	Indirect	Indirect Alum.	Mirror Wood	Reglex	Cove	R. R.
SALES TRIM	Stain. Steel	Stain. Steel	Alloy	Stain. Steel	Wood	Bronze	—	Vitrolite	Metal	Alum.—	—	—
HEATING, VENTILATING, AIR COND.	Air Cond.	Air Cond.	Vapor Heating	Air Cond.	Air Cond.	Air Cond.	Air Cond.	Steam	Oil—Air Cond.	Steam—Air Cond.	Air Cond.	Air Cond.

Abbreviations: P. P.; Polished Plate—F. D.; Flat Drawn Window Glass—B. R.; Blue Ridge—S. S.; Stainless Steel—D. S. A.; Double Strength "A" Quality Window Glass.

THE AUTOMOBILE SALES AND SERVICE STATION



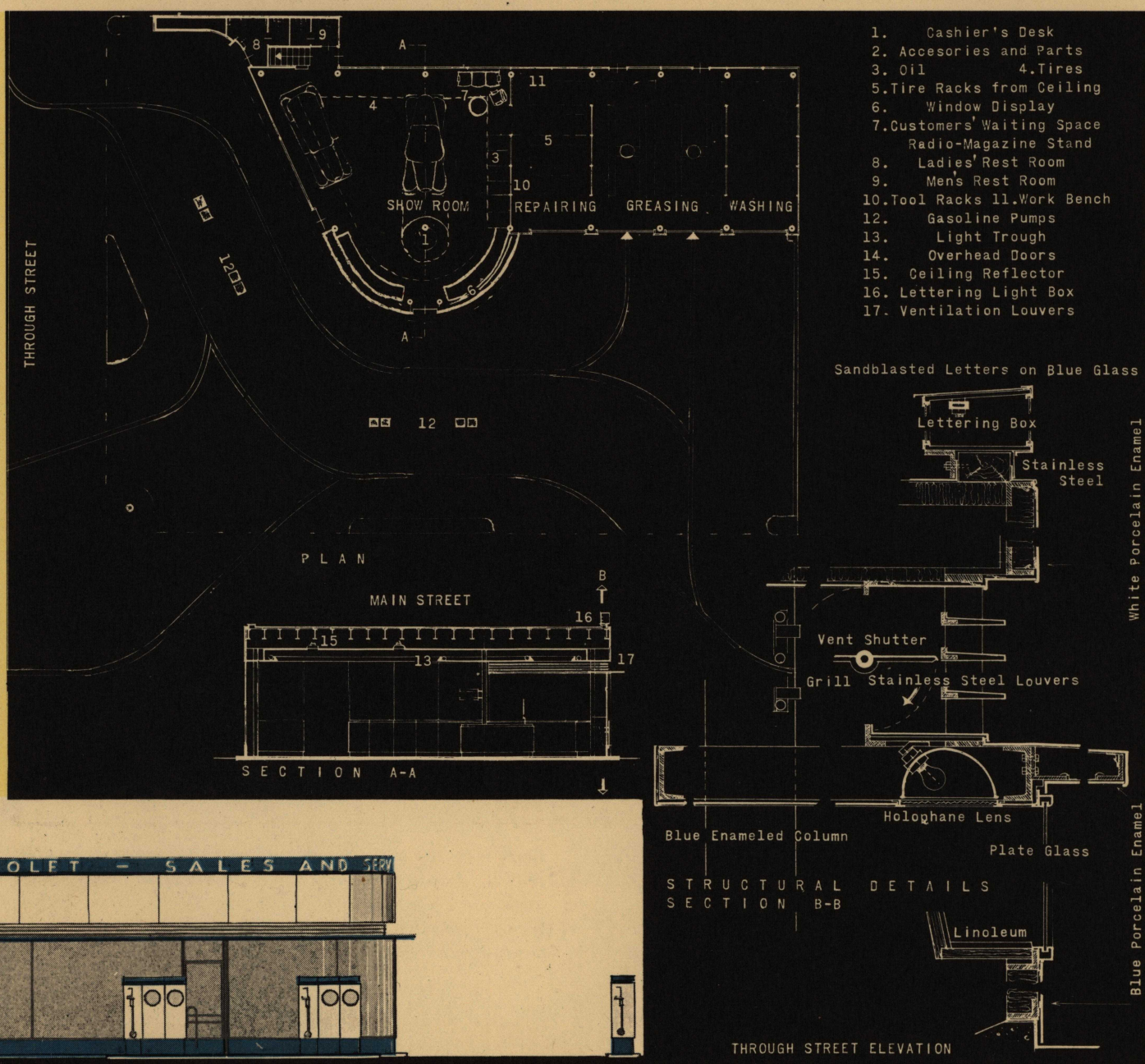
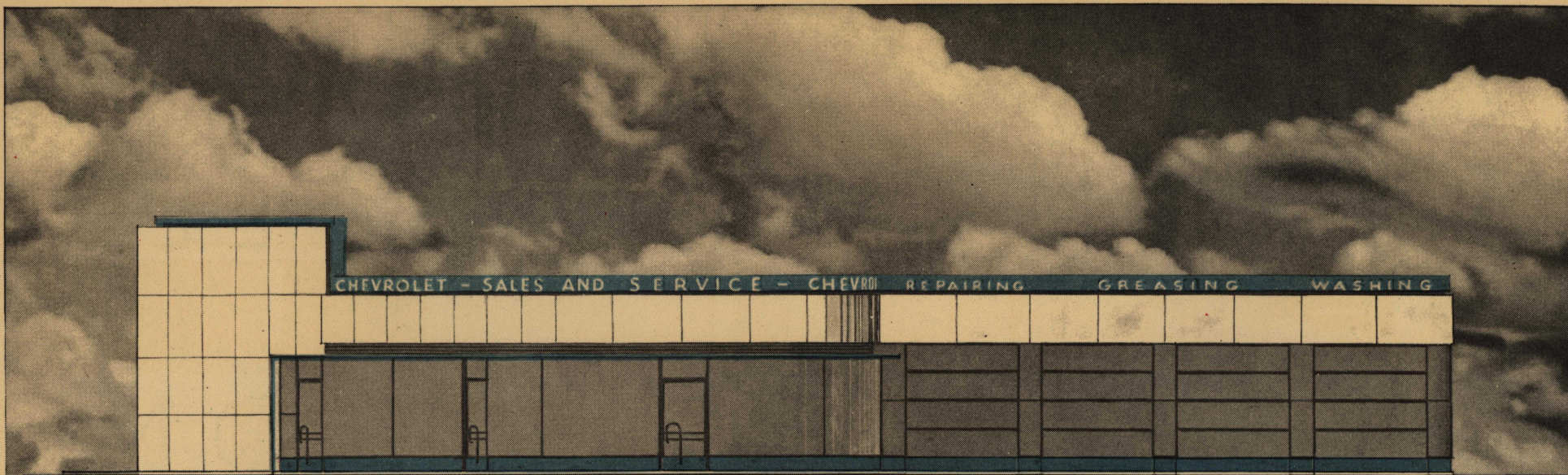
● The Neighborhood Automobile Sales and Service Station is the latest development in the marketing of automobiles, gasoline, oil, accessories and service. Basically, its function is to provide the car dealer with a rent paying, self supporting business, separate from his car selling activities, that will carry the fixed expenses of his business without in any way diverting his attention or energy from his car selling. Secondly: This paying part of his business provides the dealer with greater contact with the buyers of new motor cars. The car driving public has been quick to accept this service offered him by the automobile dealer. This new type of outlet provides in "One Stop" the usual sales and service necessities of the motorist. Because the dealer does not confine his service work to the make of cars he is selling, he opens up new markets for parts and accessories and at the same time establishes future business getting relationships with owners of other makes of cars.

From the standpoint of appearance, this new retail establish-

ment quickly attracts the eye of the passing motorist and because of its convenient entrance and exit, and arrangement of service facilities invites him to turn in. Its plan is so arranged as to provide convenient supervision of all departments and at the same time prominently display the automobiles.

● Below is the service station presented for modernization in the "Modernize Main Street" competition. It is located on the north east corner of the intersection of Main Street and a through traffic artery. The rectangular lot measures 100'-0" on Main Street and 75'-0" on the intersecting street. Both are two way streets. The plans and designs that follow present a variety of arrangements which may be adapted to any location.





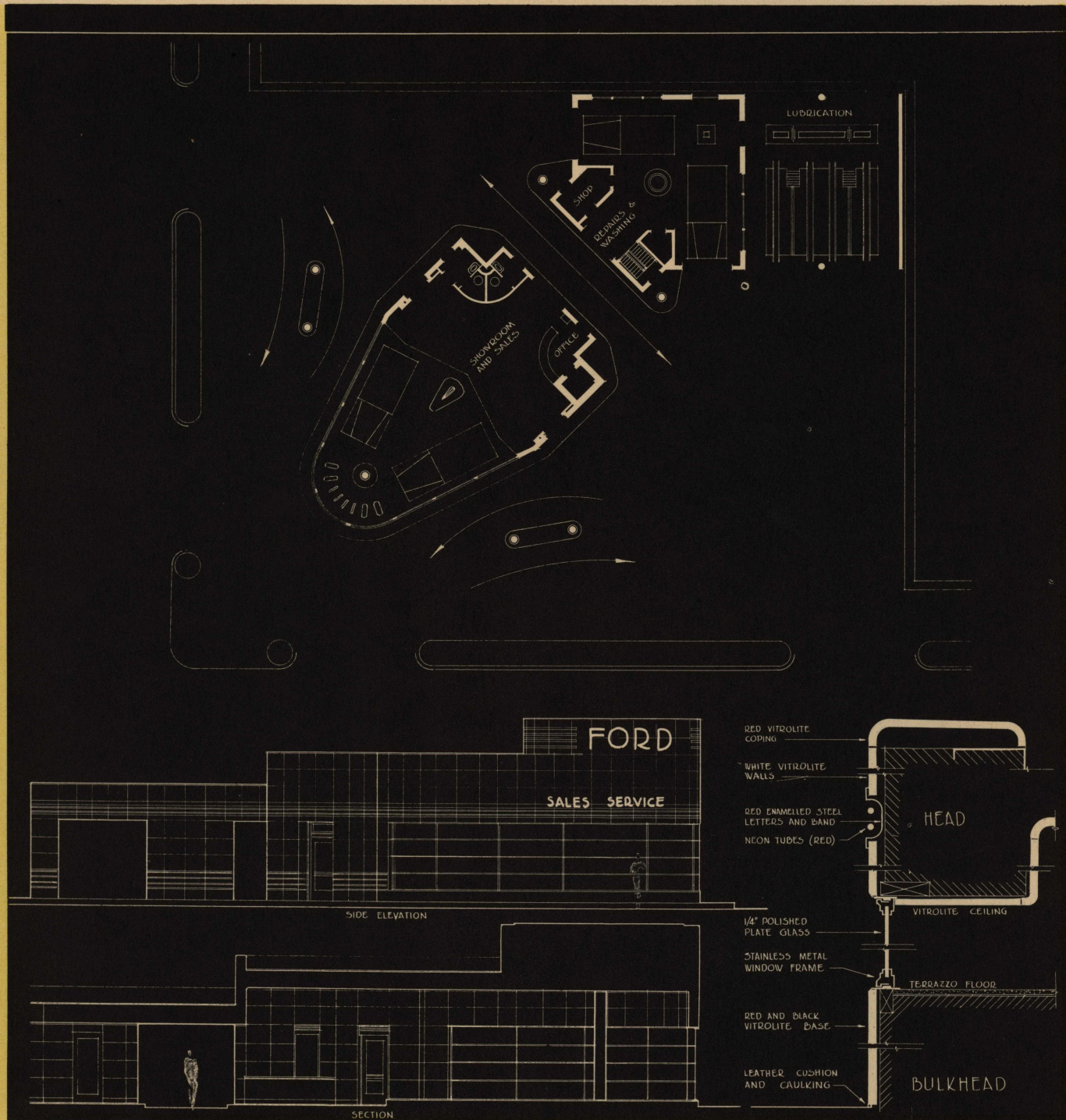
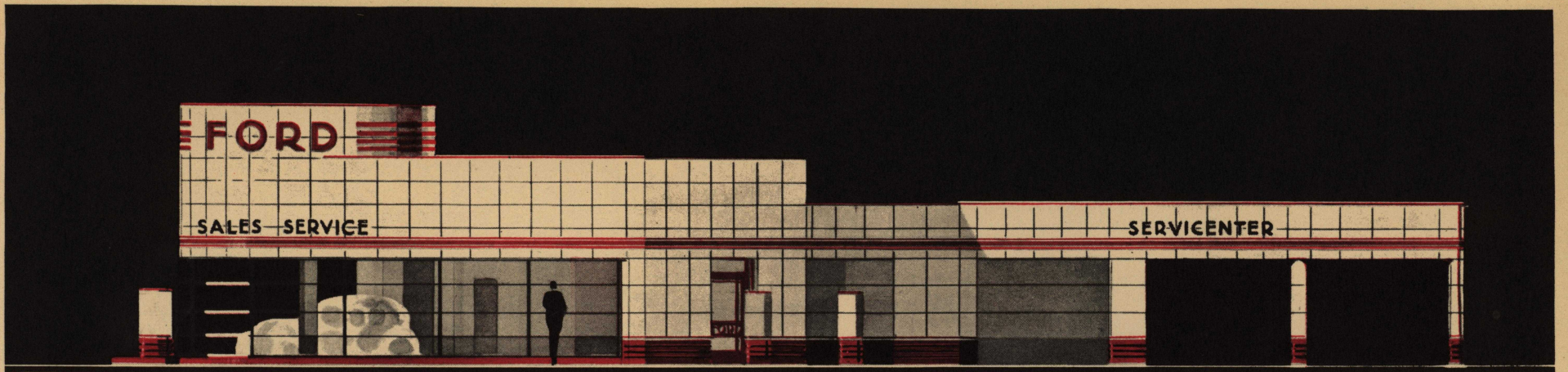
Design by ALFRED CLAUSS

FIRST PRIZE \$1,000

DESIGN NO. 150

The problem of car traffic to the gasoline pumps in relation to street exits and repair and service departments has been well handled. This plan has one feature that many authorities on the subject agree is ideal. That is that the entire operation should be

under one roof and the several departments so related that the business may be supervised from a central point. The general design is simple, yet striking. The show front terminating in the large plain wall surface might be used for the location of a sign.



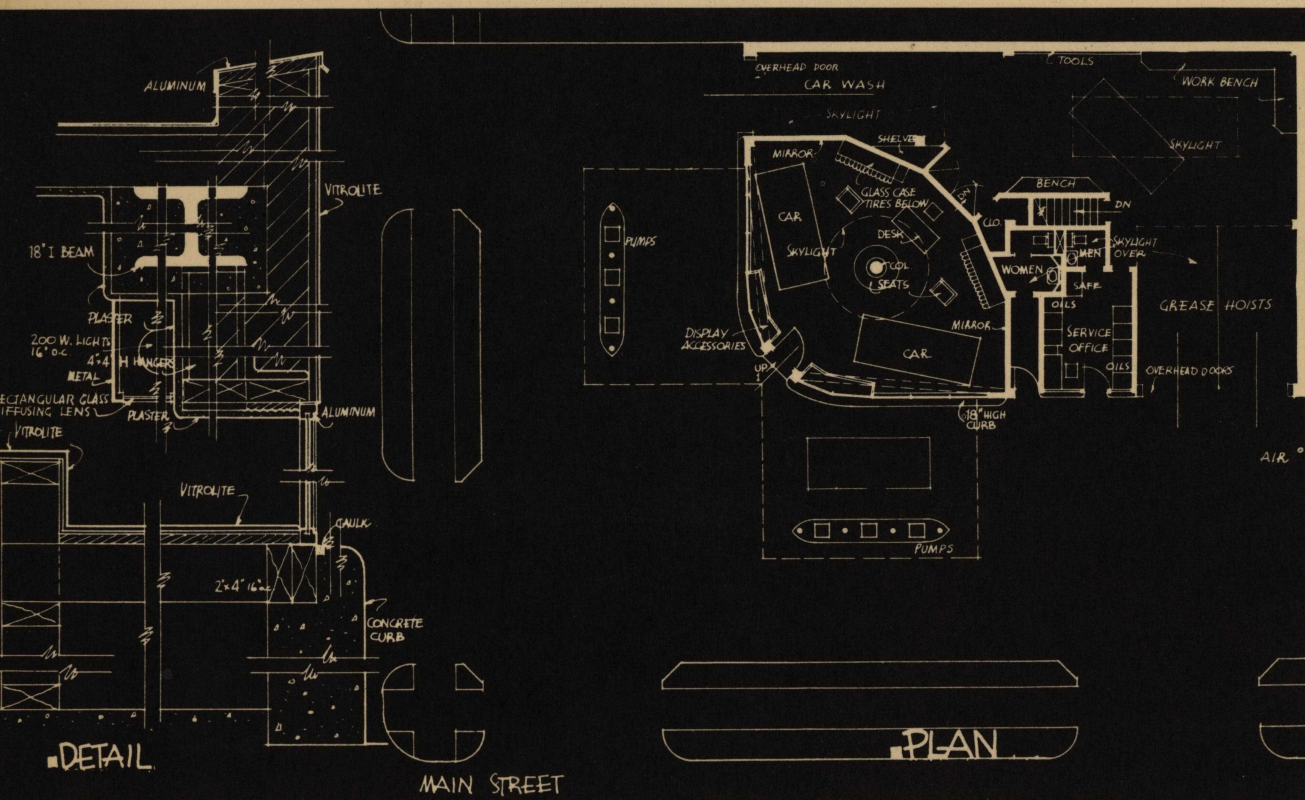
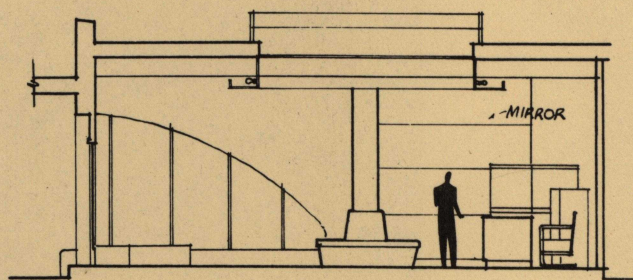
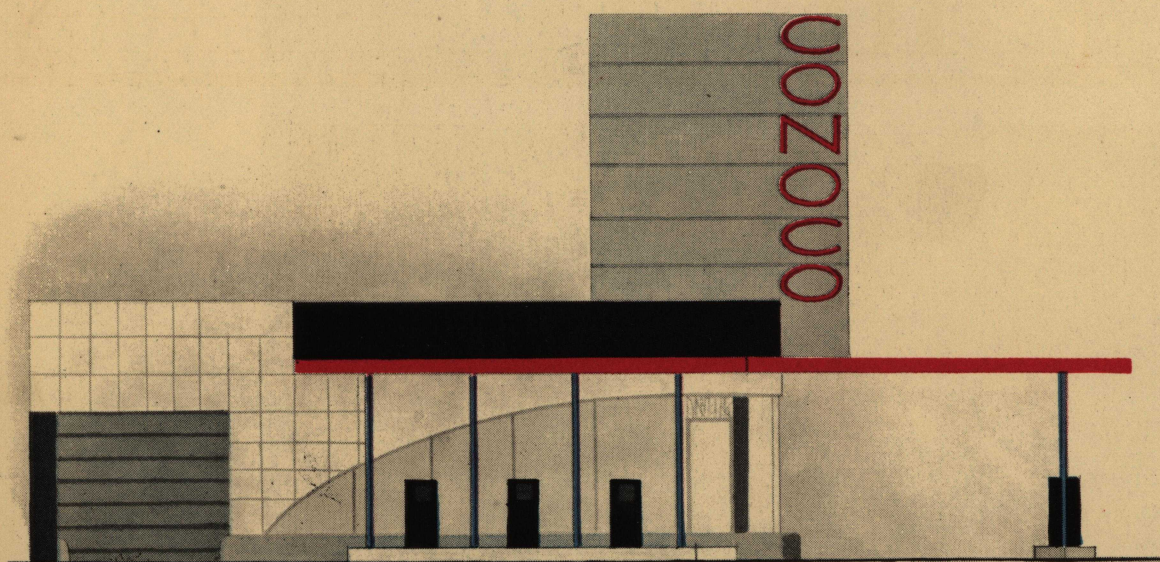
Design by SUREN PILAFIAN and MAURICE LUBIN

SECOND PRIZE \$750

DESIGN NO. 361

This design is attractive from any position and the salesroom, though separated from the service departments, is located so that occupants of automobiles stopping for gasoline may easily see the cars on display. The plan is arranged so that it will

handle traffic with ease and will bring cars as near as possible to the show room without interference to convenience or safety. The gleaming white Vitrolite walls are effectively decorated with red Neon lighting and topped with red Vitrolite coping.

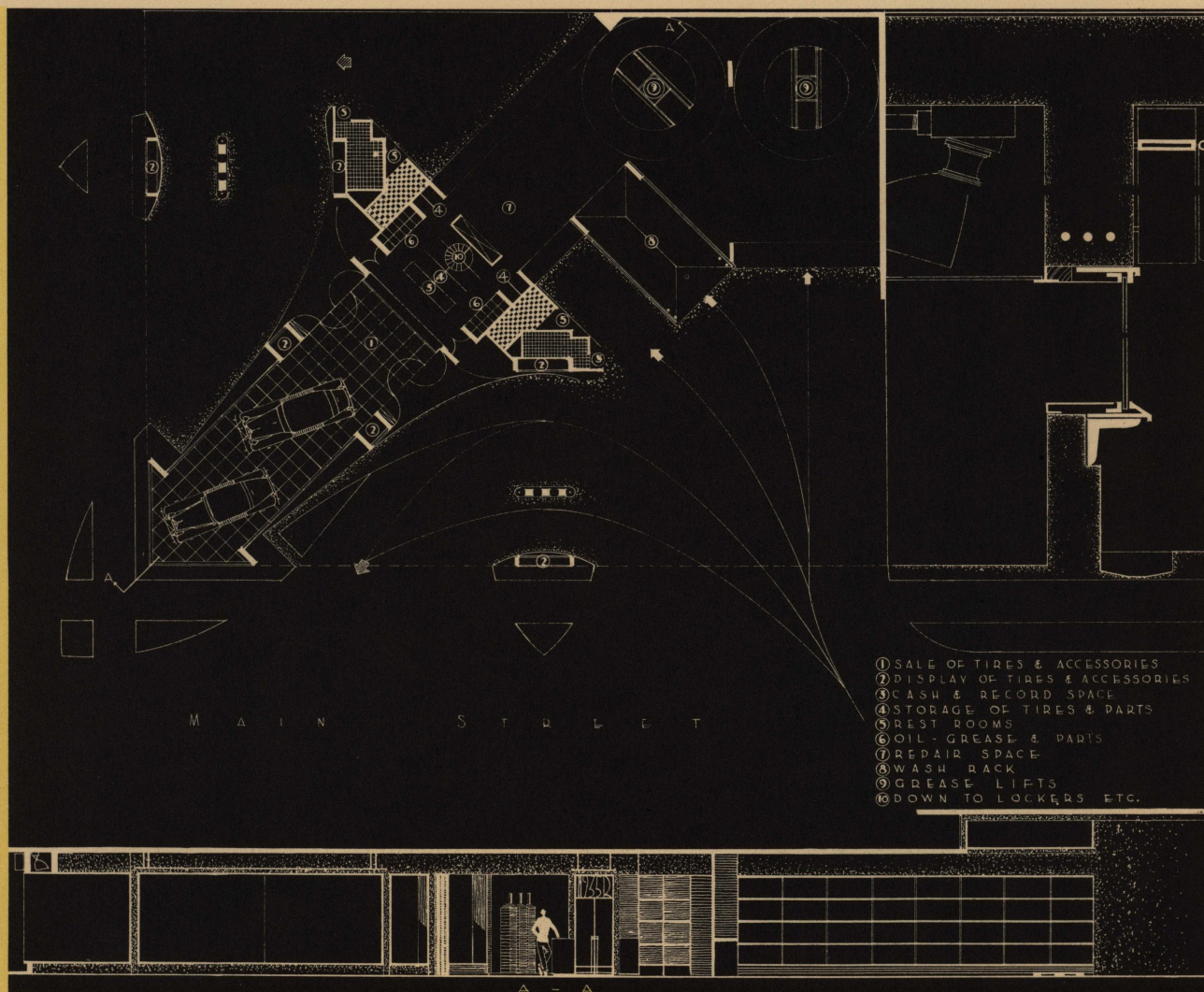
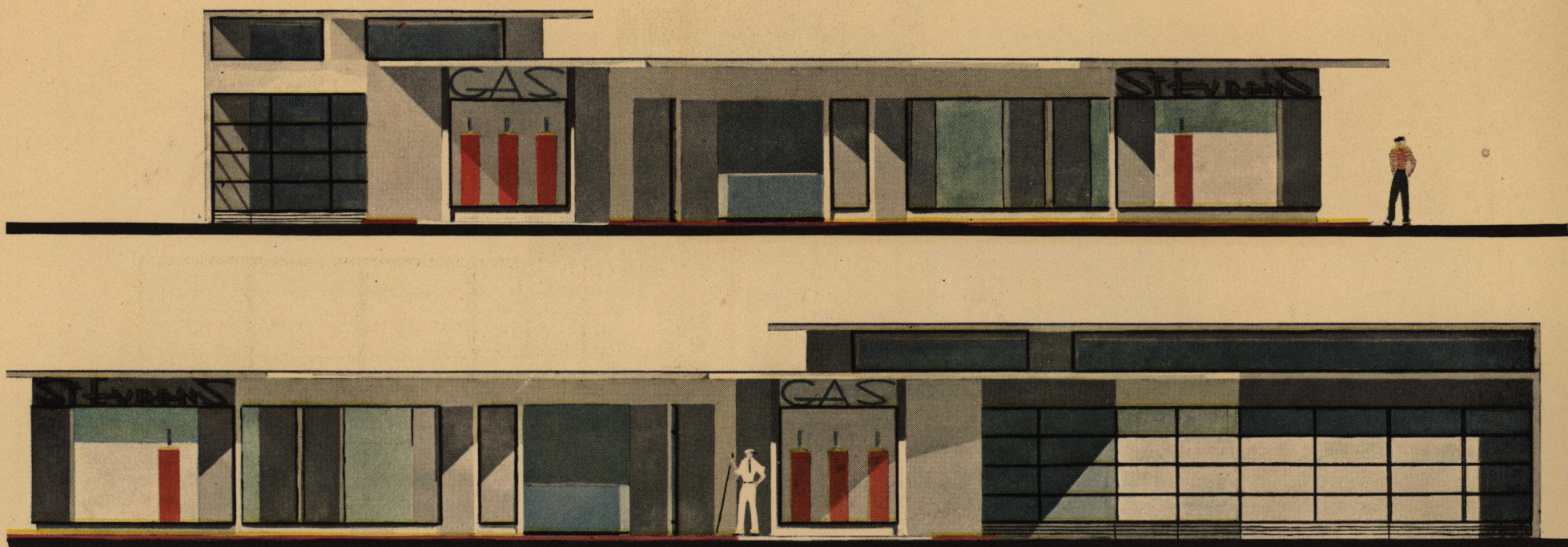


DESIGN NO. 532

This unusual design has many excellent features to arrest the attention of the passing motorist and urge him to enter the station. The exterior color treatment is striking and the signs are prominent and well placed. The showroom provides a display for new cars that must be seen by anyone stopping at the gasoline pumps and its location makes it possible to easily supervise the service departments.

Design by ISADORE SHANK

THIRD PRIZE \$500

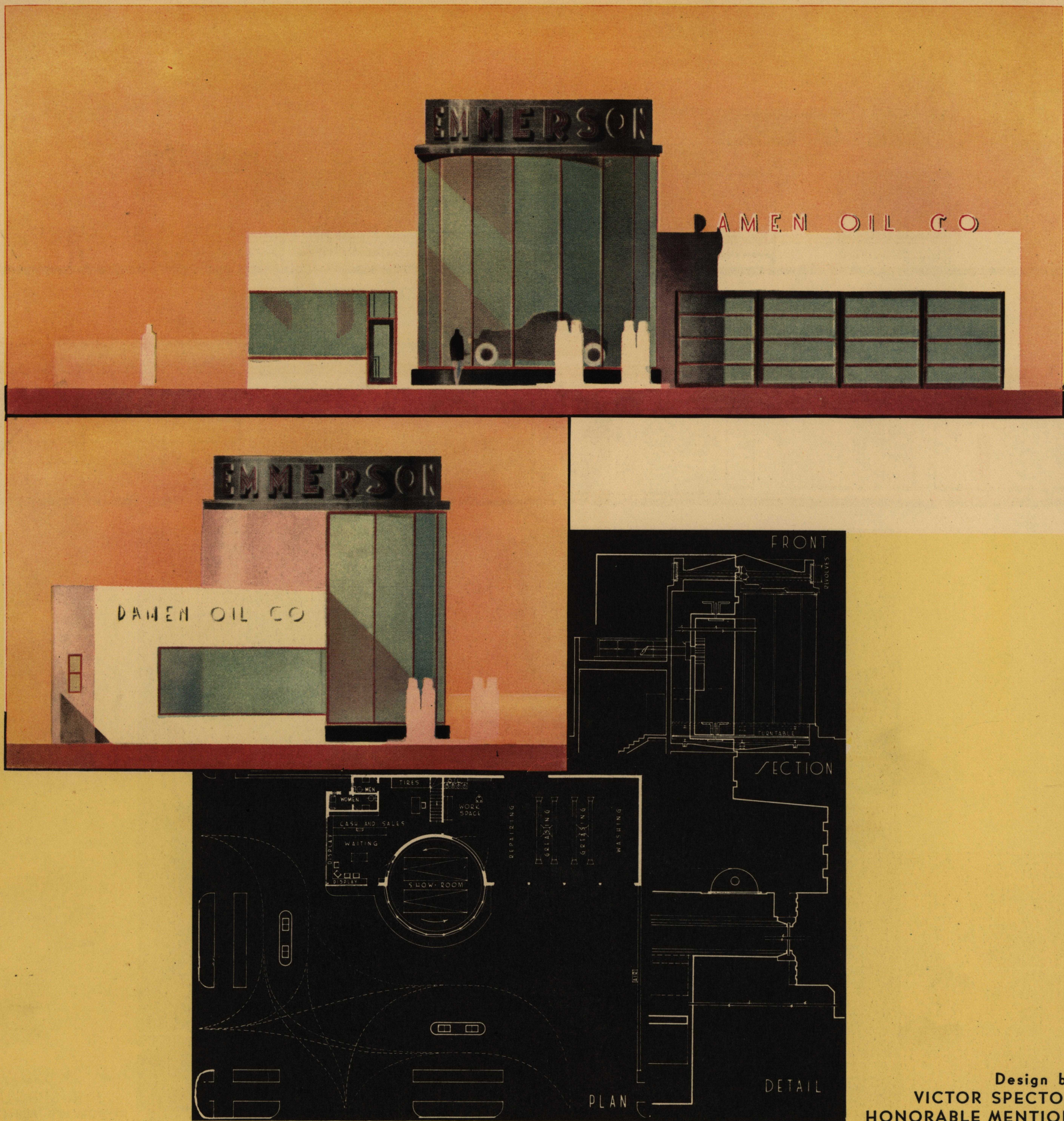


Design by
J. R. SPROULE
HONORABLE MENTION

DESIGN NO. 689

This sales and service station design effectively features the new car sales and, by the prominent location of the display room, makes a definite bid for the attention of pedestrian and motor traffic alike. The elevations are strictly modern in treatment

and while the designer intended to use cement wash for the facing of the exterior walls, Vitrolite in one of its many attractive colors would possibly make these walls more attractive and easier to keep clean. The service department layout is quite spacious.

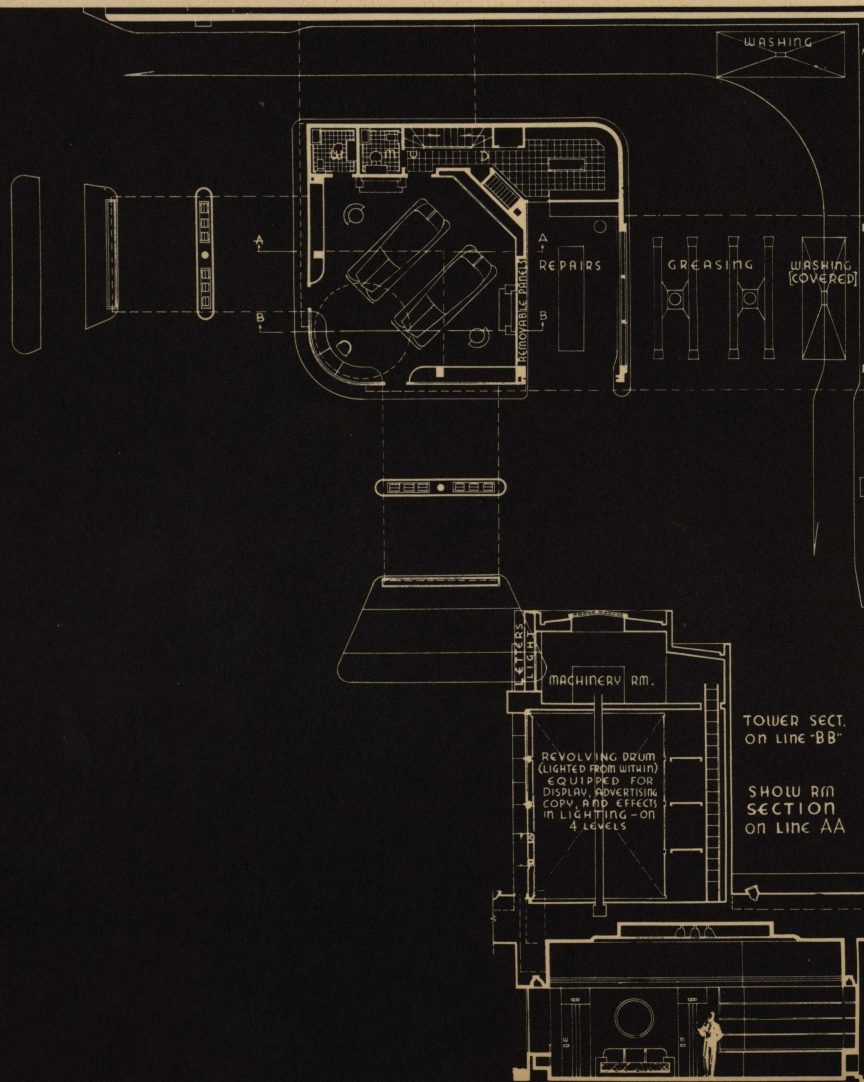
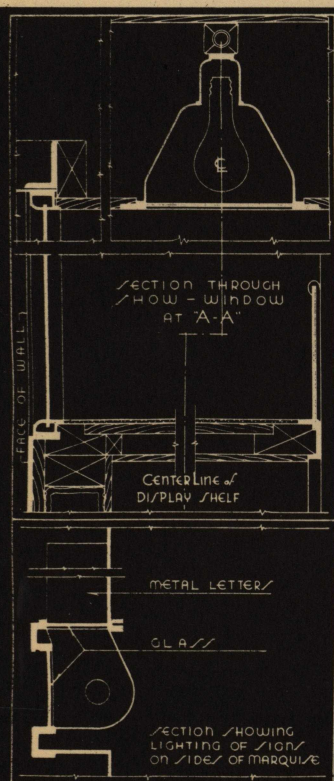


Design by
VICTOR SPECTOR
HONORABLE MENTION

DESIGN NO. 613

The focal point of interest in this design is in the tower display room. This attractive room with its turntable floor will provide an effective setting for the cars, and at the same time its majesty and beauty will attract attention over a wide area. The plan, which

might possibly allow for more gasoline pumps, has been arranged so as to handle traffic to the pumps and at the same time bring the automobiles close to the display room. Repair and service requirements are well provided for, and are accessible to the office.



Design by
CHARLES DuBOSE
HONORABLE MENTION

DESIGN NO. 504

This unusual design has a very interesting tower with a revolving drum which serves to advertise the establishment. The car display room is well located in relation to traffic to the pumps and other service departments. The use of one or more Vitrolite colors on the facings of the exterior walls would be very effective. The arrangement of the several signs is good and they are well lighted.

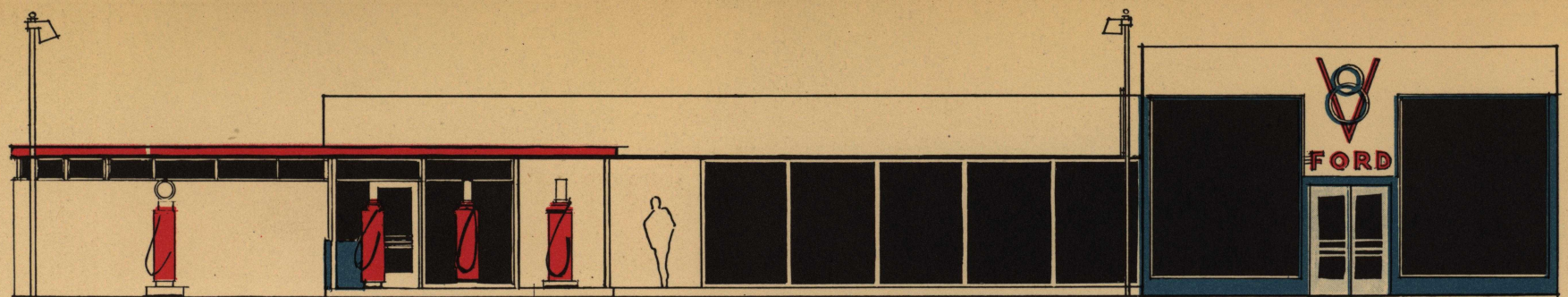


Design by
HORACE HARTMAN and
GEORGE WRIGHT,
HONORABLE MENTION

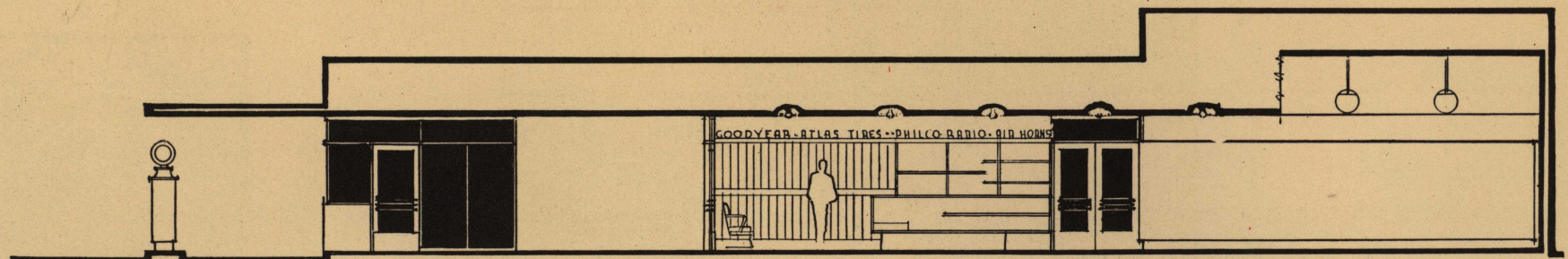
D E S I G N N O . 2 4 7

Simplicity is the keynote of this moderate cost automotive sales and service station. The structure makes effective use of large areas of polished plate glass on three sides of the show room. It

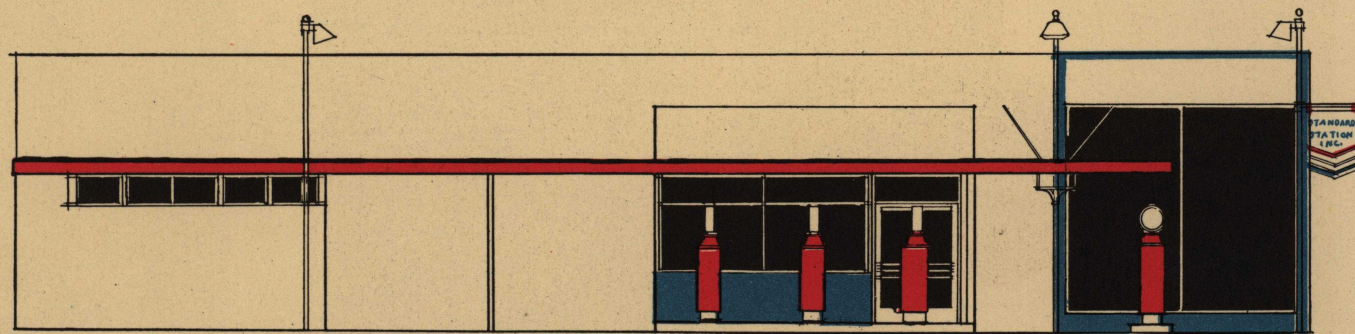
would be advisable to enclose the area allotted to greasing and washing departments, particularly if the station were located in the North. The sign arrangement is effective and the plan is laid out so as to handle a large volume at the gasoline pumps.



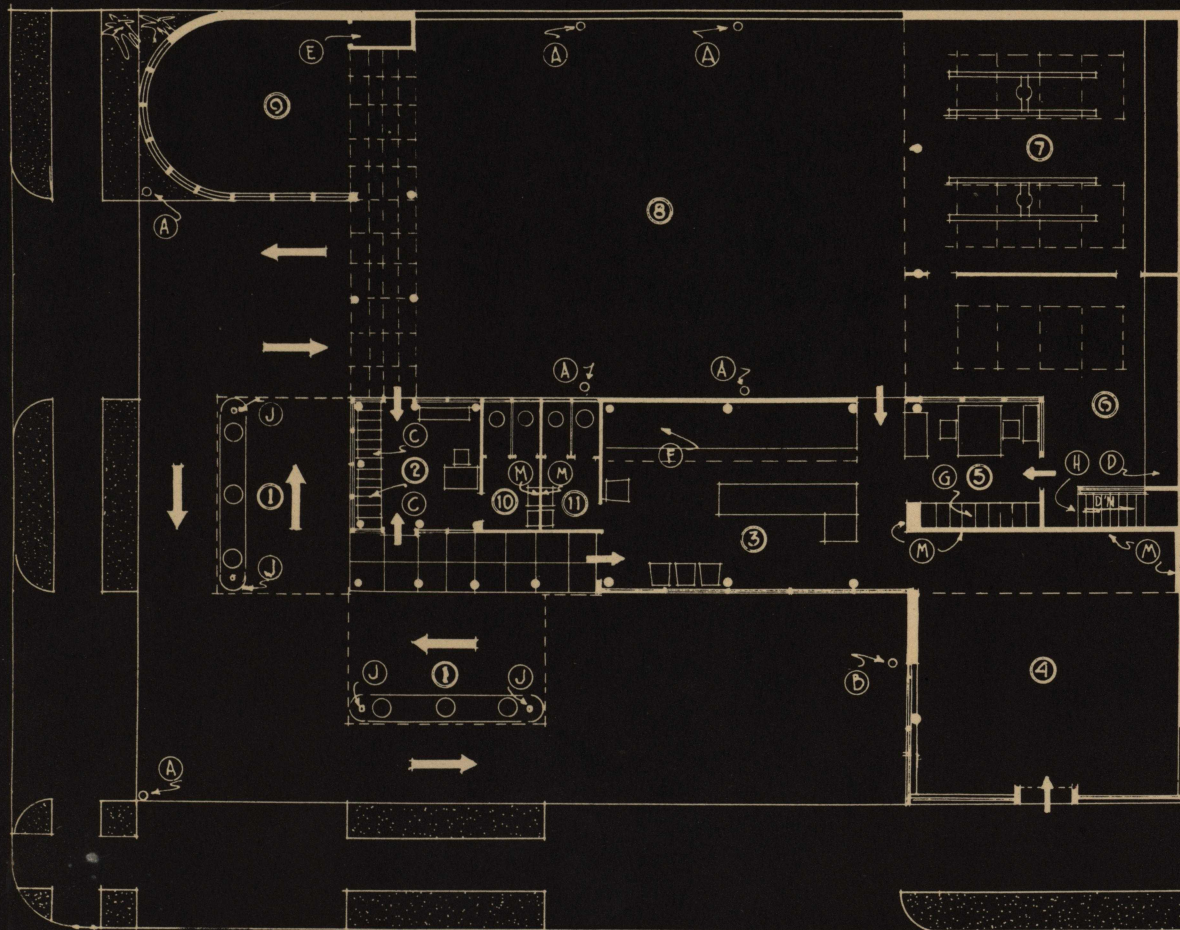
FRONT ELEVATION



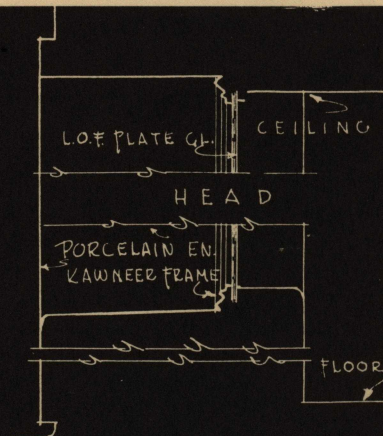
LONGITUDINAL SECTION



SIDE ELEVATION



PLAN



BULKHEAD
SECTION THRU WINDOW

- ① GASOLINE PUMPS
- ② STATION ATTENDANT
- ③ ACCESSORIES SALES
- ④ AUTOMOBILE SALES
- ⑤ CASH AND RECORD SPACE
- ⑥ AUTO REPAIR SHOP
- ⑦ GREASING LIFTS
- ⑧ SERVICE PARKING
- ⑨ CAR-WASHING SPACE
- ⑩ MEN'S TOILET
- ⑪ WOMEN'S TOILET

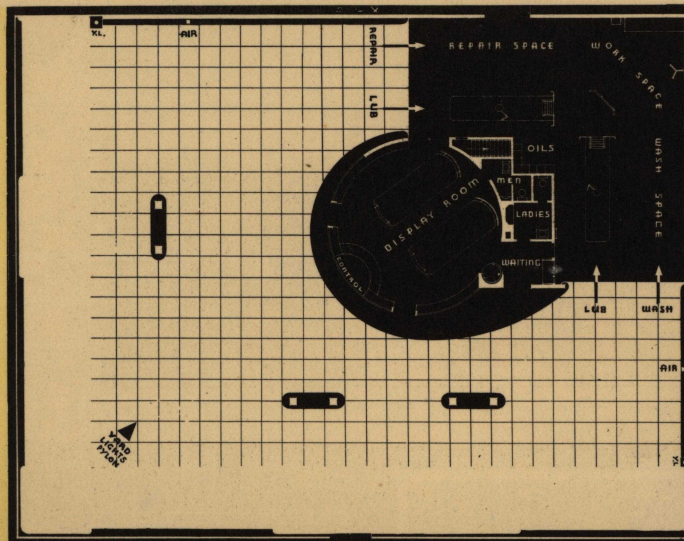
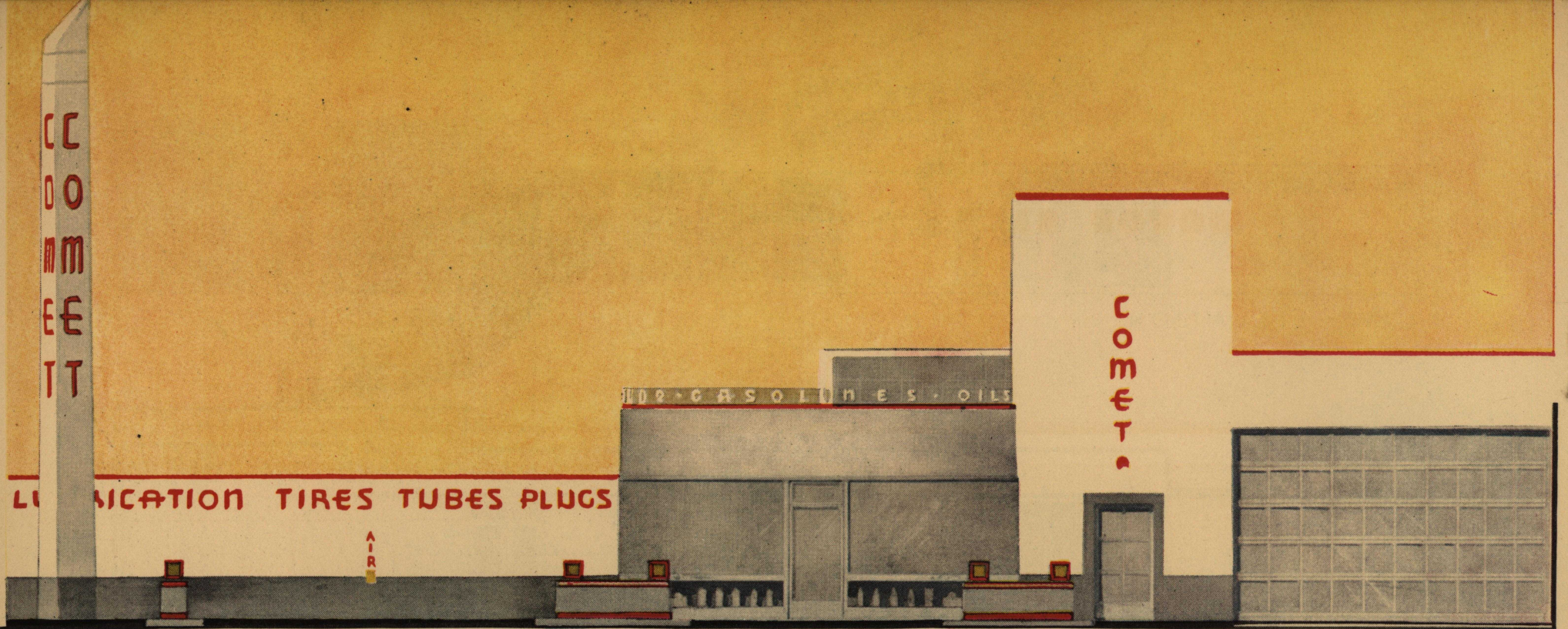
- Ⓐ FLOODLIGHTS
- Ⓑ AIR PUMPS
- Ⓒ OIL DISPENSER
- Ⓓ WORK BENCH
- Ⓔ WATER PUMP
- Ⓕ TIRE SALES
- Ⓖ RECORD FILES
- Ⓗ STAIRS
- Ⓙ WATER
- Ⓜ MIRRORS

DESIGN NO. 474

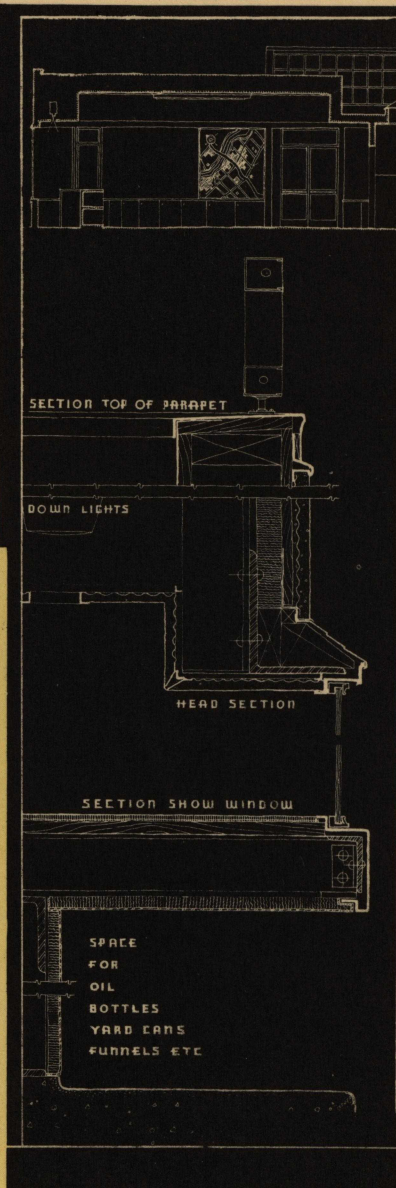
Large areas of polished plate glass are the keynote of this straight-forward, practical service station. The plan provides for an abundance of service facilities at the sacrifice, perhaps, of a more prominent location of the display room. An alternate suggestion would be to locate the display of new cars in the area now occupied by the service station attendant. The separate building for the mussy job of car washing is a good idea.

Design by A. ALBERT COOLING

HONORABLE MENTION



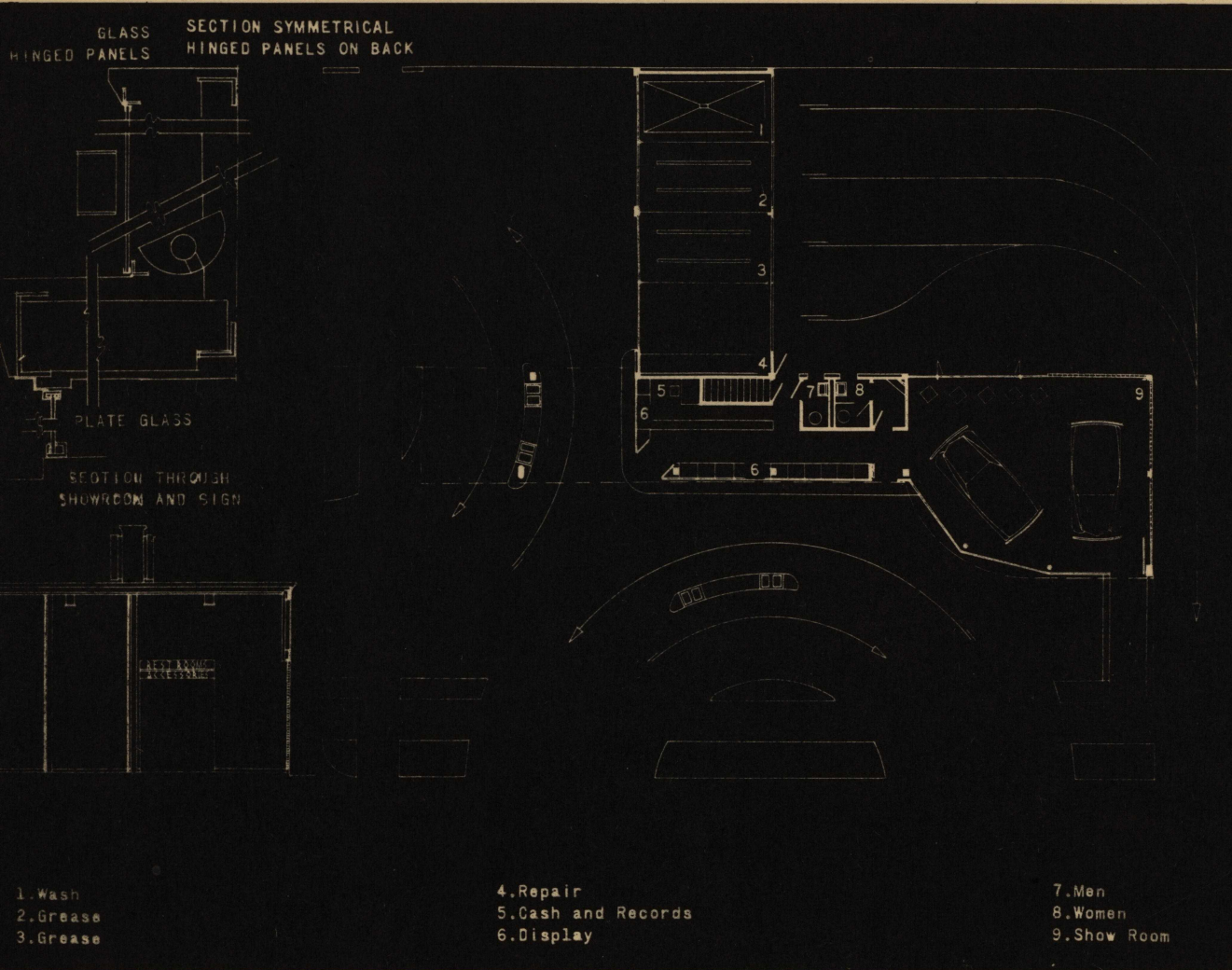
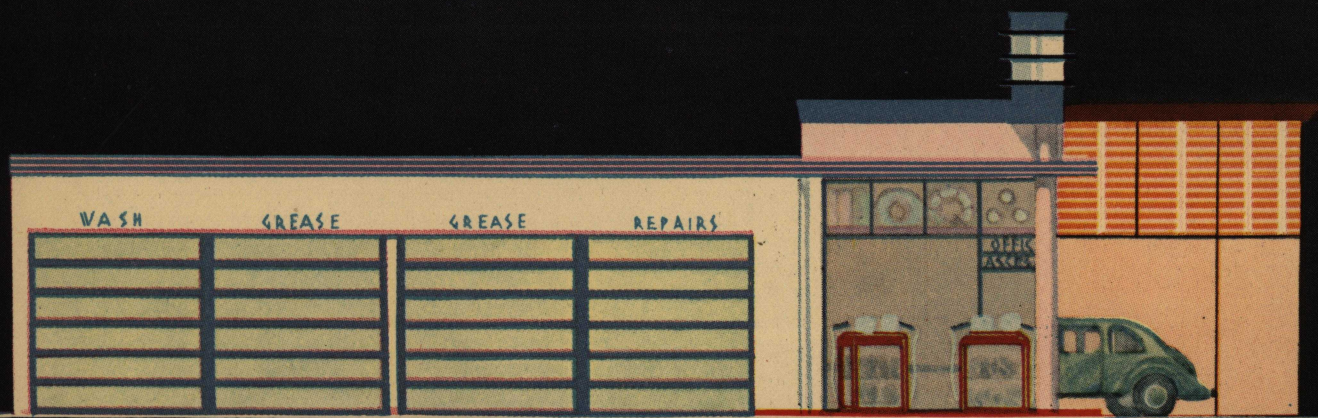
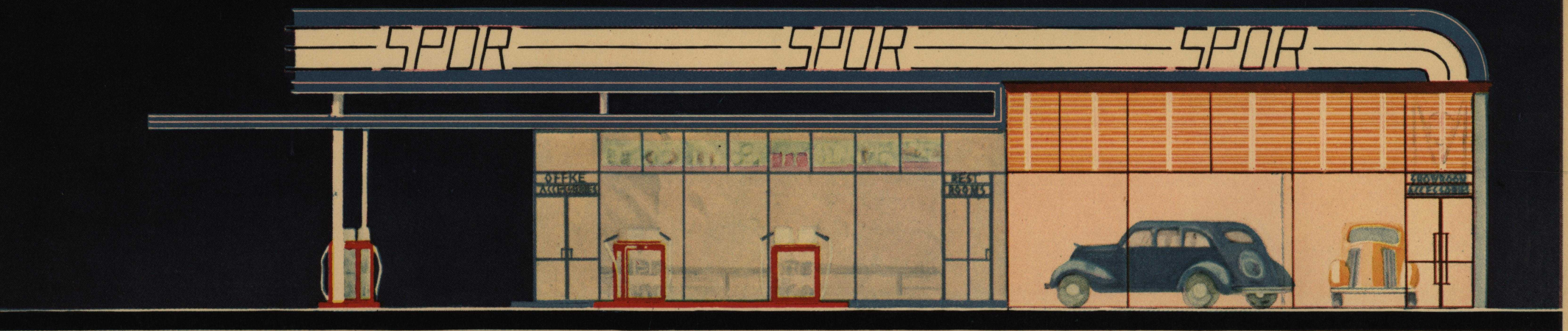
Design by
H. T. ASPINWALL and P. F. SIMPSON
HONORABLE MENTION



● DESIGN NO. 217

An extremely compact and practical design that fulfills all the functions of a neighborhood automobile sales and service station. The sign locations, particularly the corner pylon, arrest the attention of those approaching on either street. The circular display room is exceptionally attractive and its proximity to

the repair and service department is well arranged for greater ease in management. Pump islands are located to satisfactorily serve the heavier Main Street traffic as well as motorists coming in from the side street. The background fence obscures the possibility of objectionable surroundings and serves as a good location to advertise the merchandise and services offered.



Design by G. McLAUGHLIN, S. C. REESE and L. BERZ

HONORABLE MENTION

DESIGN NO. 145

This design is excellently planned for a service station where a great amount of lubrication and car washing prevails. The space allotted to these activities has doors in the rear for exit or entrance to or from the parking or storage lot in the rear. This would be an excellent arrangement for a station offering a pick-up and delivery service. The office is centrally located for easy control. Ample display space for accessories has been provided.

SUGGESTED PARTIAL SPECIFICATIONS

DESIGN NUMBER	150	361	532	689	613	504	247	474	217	477	145
SHOW WINDOW	¼" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	¾" and ¼" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	¼" Bent P. P.	¼" P. P.	¼" P. P.
TRANSOMS	¼" P. P.	—	—	¼" P. P.	¼" P. P.	⅜" F. D.	¼" P. P.	¼" P. P.	¼" Bent P. P.	—	¼" P. P.
DOOR	¼" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	¼" Bent P. P.	¼" P. P.	¼" P. P.
SHOW WINDOW LIGHTING TR. & FIX.	Reflector	—	Concealed	Sand Blast	—	⅜" Sand Blast	—	—	—	Reglex	Reglex
SHOW WINDOW MIRROR	—	—	¼" P. P.	¼" P. P.	—	⅜" P. P.	—	—	—	¼" P. P.	—
SHOW CASE TOPS	⅜" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	¼" P. P.
SHOW CASE FRONTS	⅜" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	¼" P. P.
SHOW CASE SHELVING	⅜" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	⅜" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	¼" P. P.
SHOW CASE MIRRORS	—	¼" P. P.	Reglex	—	¼" P. P.	¼" P. P.	—	¼" P. P.	¼" P. P.	¼" P. P.	—
INTERIOR MIRRORS	—	¼" P. P.	Reglex	¼" P. P.	—	¼" P. P.	—	¼" P. P.	¼" P. P.	¼" P. P.	—
INTERIOR DECORATIVE GLASS	—	—	—	—	—	—	—	—	Color Glass	Vitrolite	—
INTERIOR LIGHTING FIXTURES	Reflector	Diffuser	—	Sand Blast	Diffuser	Sand Blast	Diffuser	Reglex	—	¼" P. P.	Reglex
INTERIOR LIGHTING TROUGHS	—	—	Reglex	—	⅜" Ribbed	Sand Blast	—	—	—	Reglex	—
SKYLIGHTS (EXTERIOR)	—	—	B. R. Wire	Wire	B. R. Wire	Industrex	—	B. R. Wire	Wire Glass	Pol. Wire	—
SKYLIGHTS (INTERIOR)	—	—	—	Industrex	¼" P. P.	Industrex	—	—	Sand Blast	Reglex	—
SCREENS OR CAGES	—	—	¼" P. P.	¼" P. P.	⅜" Florex	¼" P. P.	B. R. Wire	—	—	—	—
PARTITIONS	⅜" P. P.	Vitrolite	B. R. Diffuser	Industrex	Pol. Wire	—	Industrex	—	¼" P. P.	Safety	—
REAR WINDOWS	¼" B. R. Wire	D. S. A.	D. S. A.	D. S. A.	Pol. Wire	⅜" Wire	B. R. Wire	Luminex	—	—	—
TOILETS	Vitrolite	Vitrolite	Vitrolite	Vitrolite	Vitrolite	Vitrolite	Vitrolite	Vitrolite	Vitrolite	Vitrolite	Vitrolite
STORE FRONT FRAME	Stainless Steel	Chrom.	Alum.	Concrete	Alum.	Steel	Stainless Steel	Metal	Alum.	Steel	Alum.
FACING OF BULKHEAD	Blue Vitrolite	Vitrolite	Vitrolite	—	Vitrolite	Vitrolite	—	Vitrolite	Vitrolite	Vitrolite	—
TRIM OF BULKHEAD	Stainless Steel	—	Alum.	Steel	Alum.	Metal	—	—	Alum.	Chrom.	—
FACING OF EXT. WALL, WALLS OR COL.	White Vitrolite	Vitrolite	Vitrolite	Vitrolite	Plaster	Vitrolite	Vitrolite	Vitrolite	Stucco	Vitrolite	Vitrolite—Steel
TRIM OF WALLS	Stainless Steel	Steel	Vitrolite	Vitrolite	Alum.	Muralex	—	Vitrolite	Alum.	Chrom.	—
FACING OF SIGN BACKGROUND	Blue Glass	Steel	Vitrolite	Metal	Alum.	Metal	—	Vitrolite	—	—	Glass
SIGN LETTERING AND ILLUMINATION	Sand Blast	Neon	Silver—Neon	Metal—Neon	Metal—Neon	Neon	Stainless Steel—Neon	Vitrolite	Vitrolite—Neon	Metal—Neon	Metal—Ill. Let.
SHOW WINDOW FLOOR	Linoleum	Terrazzo	Vitrolite	Tile	Rubber	Linoleum	Linoleum	Metal—Neon	Vitrolite	Vitrolite	—
SHOW WINDOW WALLS	Linoleum	—	Vitrolite	Vitrolite	Plaster	Wood	Wood Veneer	—	—	Vitrolite	—
SHOW WINDOW CEILING	Blue Vitrolite	Vitrolite	Vitrolite	Vitrolite	Vitrolite	—	Flexolite	—	Plaster	Reglex	—
SALES WALLS	¼" P. P.	Vitrolite	Glass	Glass	Plaster	Wood	—	Plaster	Plaster	Vitrolite	Wood
SALES CEILING	Vitrolite	Vitrolite	Plaster	Plaster	Plaster	Plaster	—	Plaster	Plaster	Reglex	Plaster
SALES FLOORING	Terrazzo	Terrazzo	Terrazzo	Terrazzo	Rubber	Rubber	Linoleum	Linoleum	Terrazzo	Terrazzo	Linoleum
SALES SHOW CASES	Bl. Vitrolite	Alum.—Glass	Metal Glass	¼" P. P.	Metal—Glass	Black Glass	—	Glass—Metal	Extrud. Bronze	—	—
SALES FURNITURE	Metal—Leather	Metal	Metal	—	Metal—Leather	Stainless Steel	Chrom. Steel	Metal—Leather	Chrom.—Leather	Metal	Metal—Leather
SALES MAIN LIGHTING FIXTURES	Indirect	Indirect	Indirect	Indirect	Semi-Indirect	Indirect	Indirect	Indirect	Indirect	Indirect	—
SALES TRIM	Stainless Steel	—	Alum.	Steel	Metal	Metal	—	—	Chrom.	Chrom.	—
HEATING, VENTILATING, AIR COND.	Air Cond.	Air Cond.	Air Cond.	—	Fan Units	Air Cond.	Air Cond.	Air Cond.	Air Cond.	Not Air Cond.	Oil Furnace

Abbreviations: P. P.; Polished Plate—F. D.; Flat Drawn Window Glass—B. R.; Blue Ridge—S. S.; Stainless Steel—D. S. A.; Double Strength "A" Quality Window Glass.

THE APPAREL SHOP



Probably in no other field of retailing is competition so keen and modernization so essential as in women's apparel. The apparel shop sells the new things of fashion and to be successful can only do so in surroundings which are thoroughly modern both inside and out. The interior of the store should express an air of stylish intimacy in an environment designed to create buying desire. Psychologists have proven that the buyer's resistance is lowered when she is surrounded by an atmosphere which subtly whets that craving for the beautiful. The interior must be so designed that it requires a minimum of sales help to operate it and provides the most in comfort and convenience for the patron. Such adjuncts as fitting rooms, try-on tables and work room must be so arranged both from the customer's standpoint and that of efficient operation as well.

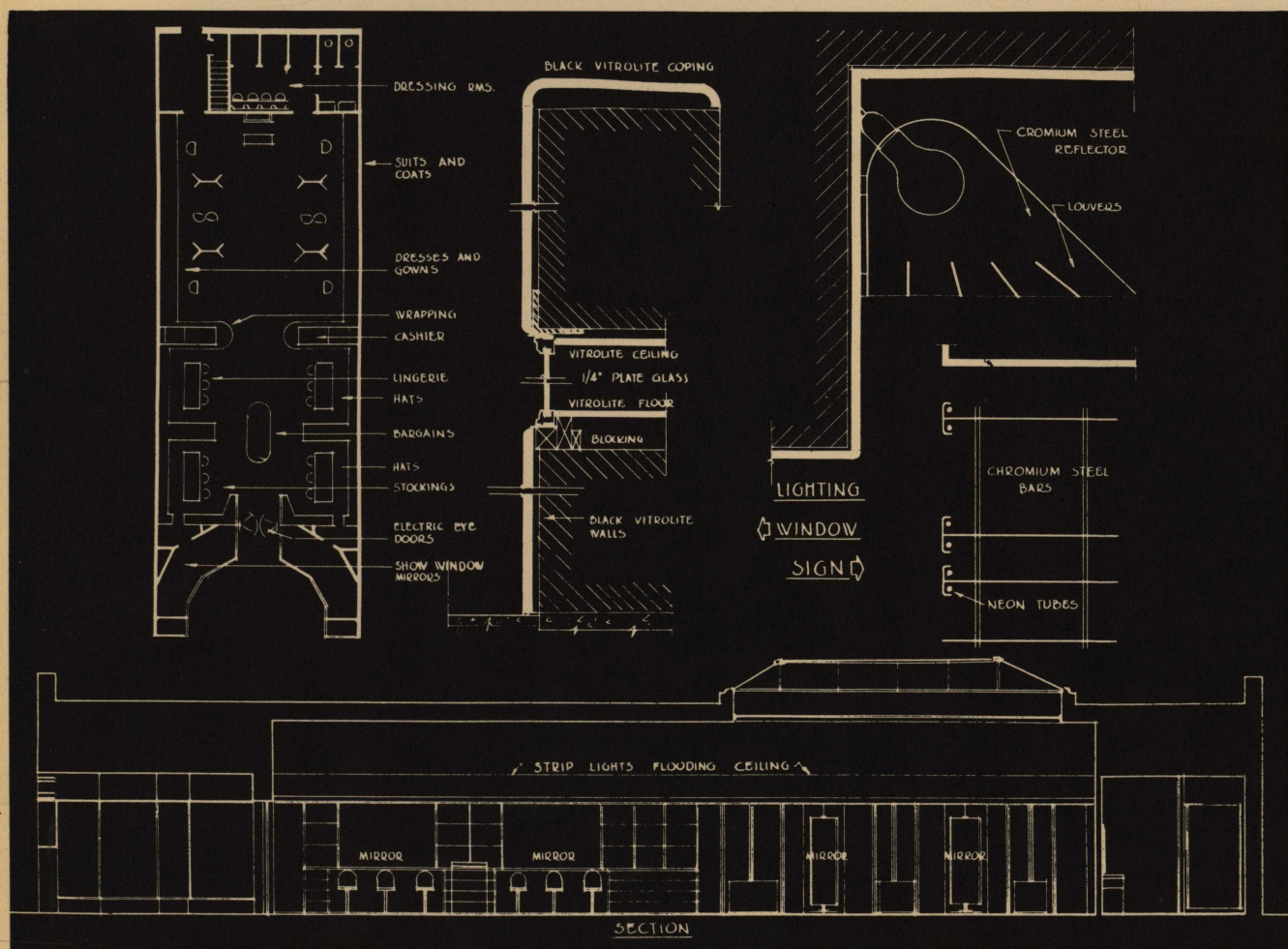
The exterior of the apparel shop is of great importance. It expresses the personality of the store and its owner far better

than any other form of advertising. It is at work day and night indelibly impressing the traffic passing your place of business with an invitation to enter. Its display windows are designed to sell as well as show. Such details as signs and lighting are made to harmonize perfectly with the whole front.

Here is illustrated the problem presented to the architect in the "Modernize Main Street" competition. The building covers a level inside lot, 25'-0" x 75'-0" on the north side of Main Street. There is a service alley at the rear. The clear width between party walls is 24'-0". Party walls are 12" thick. The present clear height, floor to ceiling is 12'-0".

The apparel shop designs on the following pages are adaptable to almost any specific problem.



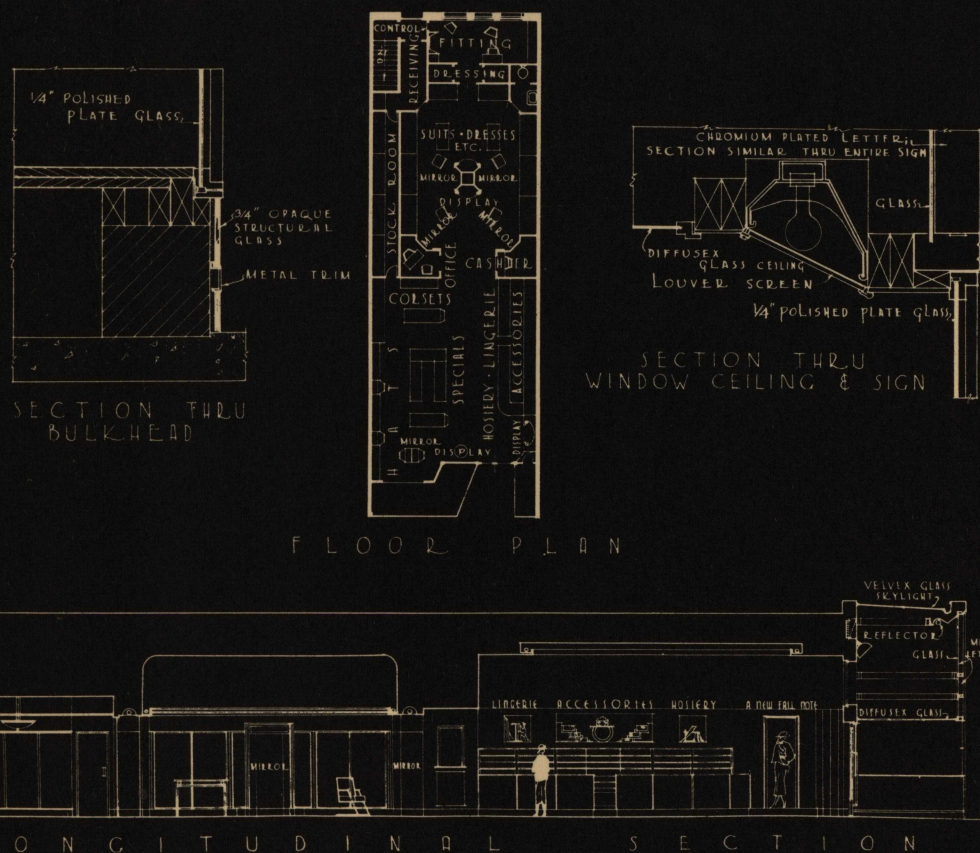


DESIGN NO. 362

This design is typically modern from its sharply contrasting exterior of black Vitrolite and chromium metal trim to its interior conception. The shop is entered through a door operated by an electric eye. The interior display arrangement is properly departmentalized to take advantage of maximum space available. The well balanced exterior of Vitrolite and mirrored display windows will arrest traffic on even the most aristocratic of avenues.

Design by SUREN PILAFIAN and MAURICE LUBIN

FIRST PRIZE \$1,000

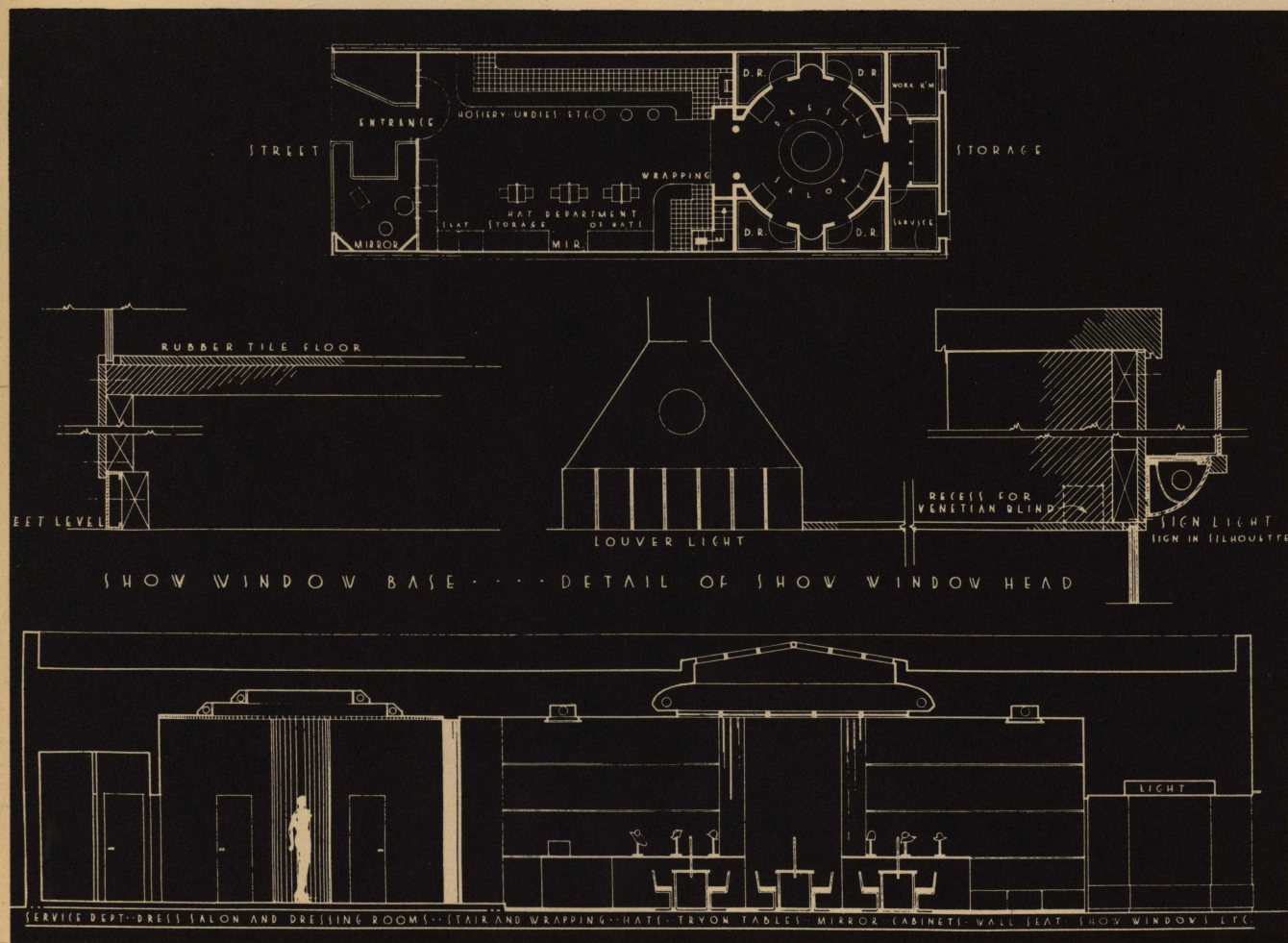


D E S I G N N O . 6 0 6

With the exception of the sign lettering of chrome plated steel, and the modern metal trim, the entire front is of glass. The white Vitrolite glass background of the sign allows for beautiful and striking illumination. The display windows are nicely arranged and quite spacious. The interior layout is very well balanced. Space has been properly allotted to all departments, including a stock room which takes up a minimum amount of space.

Design by LESTER COHN

SECOND PRIZE \$750

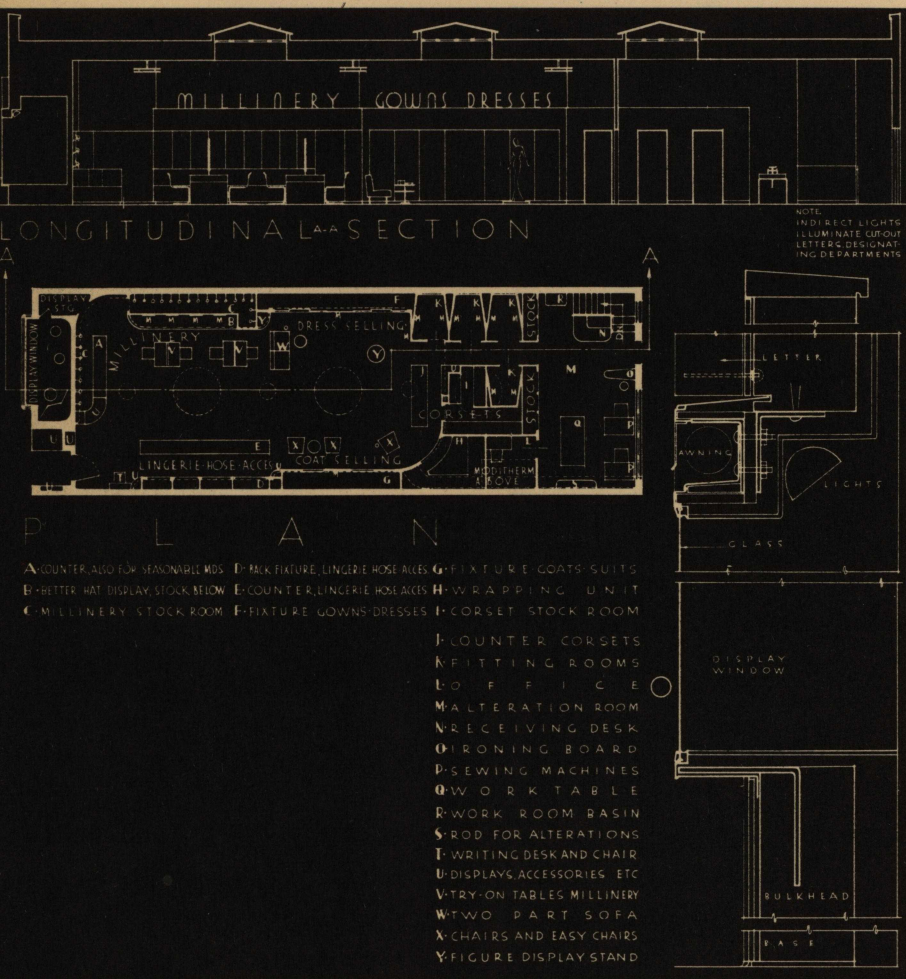
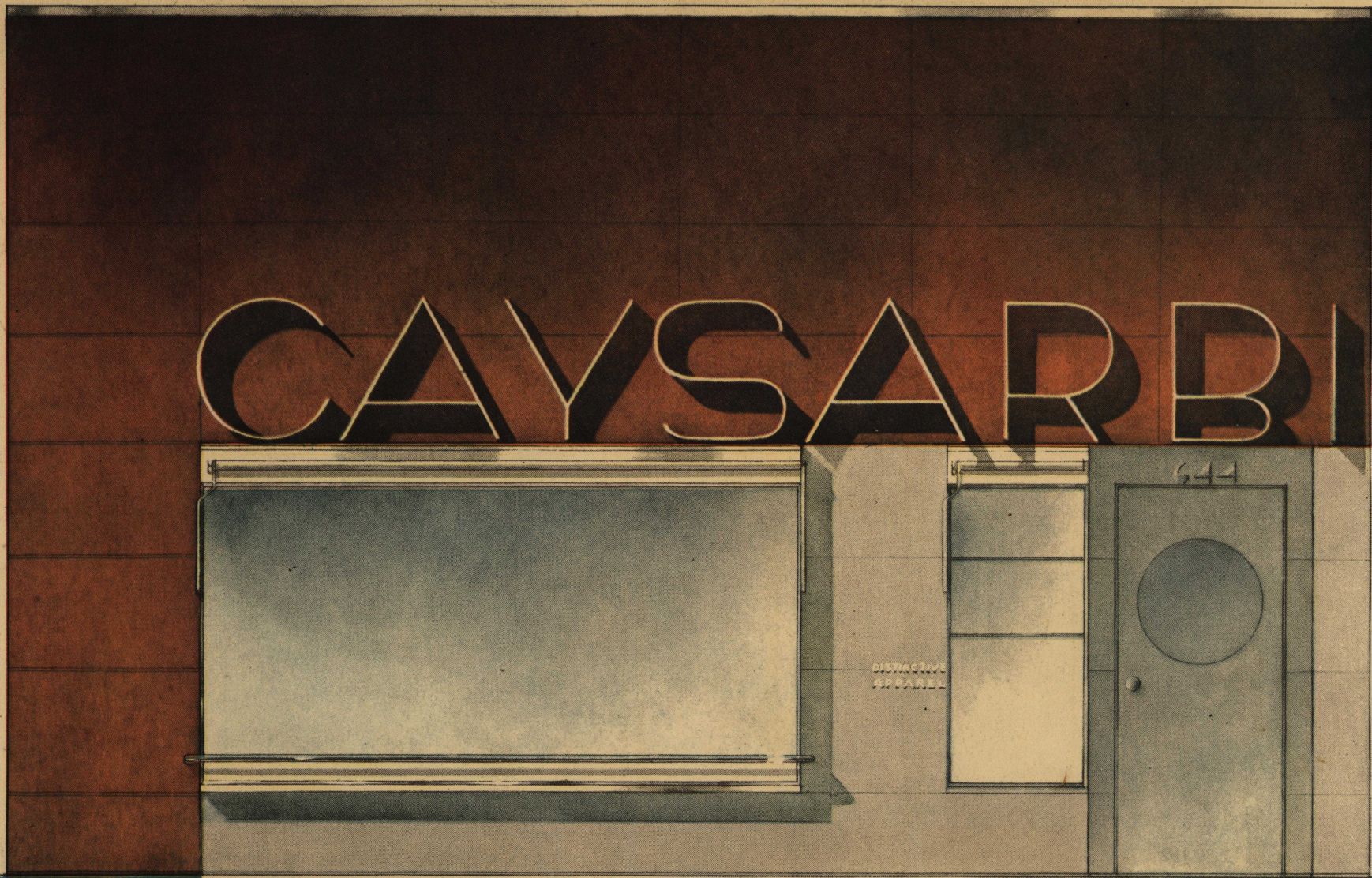


Design by R. L. DuBRUL and H. J. TRIVISONNO

THIRD PRIZE \$500

DESIGN NO. 363

Here is a design that is ultra smart—one that would stand out in the smartest of shopping centers. The very unusual window and entrance arrangement allows for more than average display. The combination of yellow Vitrolite with bronze lettering and trim is in perfect harmony. The interior focuses on the circular dress salon in the rear—a room designed and lighted to give feminine apparel every sales advantage. The interior lighting is concealed and planned for beauty and utility.



DESIGN NO. 250

This modern front with its unusual projecting display window is ideally suited for an apparel shop. The interesting combination of two colors of Vitrolite structural glass with aluminum lettering and trim is very effective. The small corner window at the left of the entrance is intended for the display of small specially featured items. The interior provides for ample display of merchandise and allots ample space for all types of merchandise and operations, including a large alteration room at the rear.

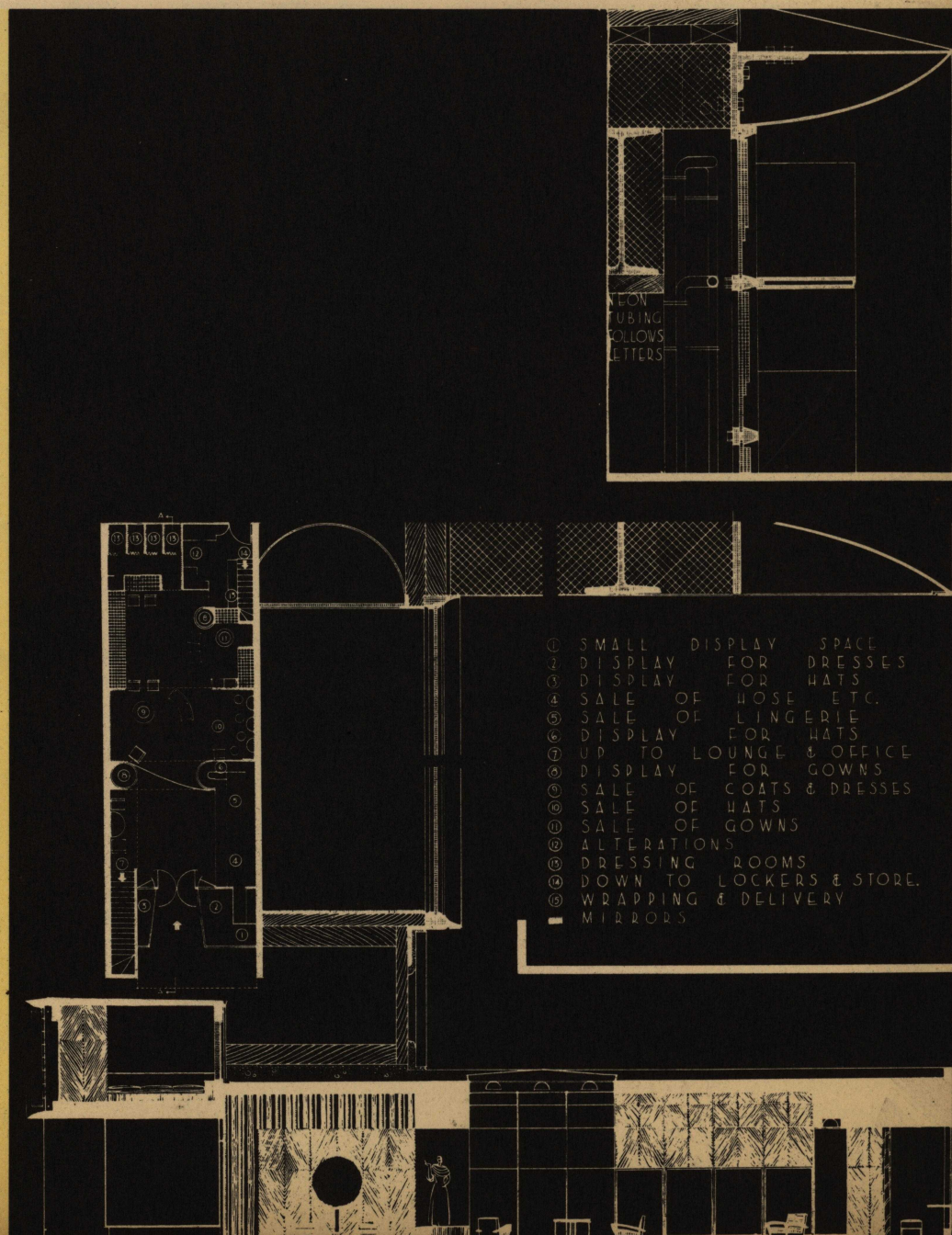
Design by ORLO HELLER HONORABLE MENTION

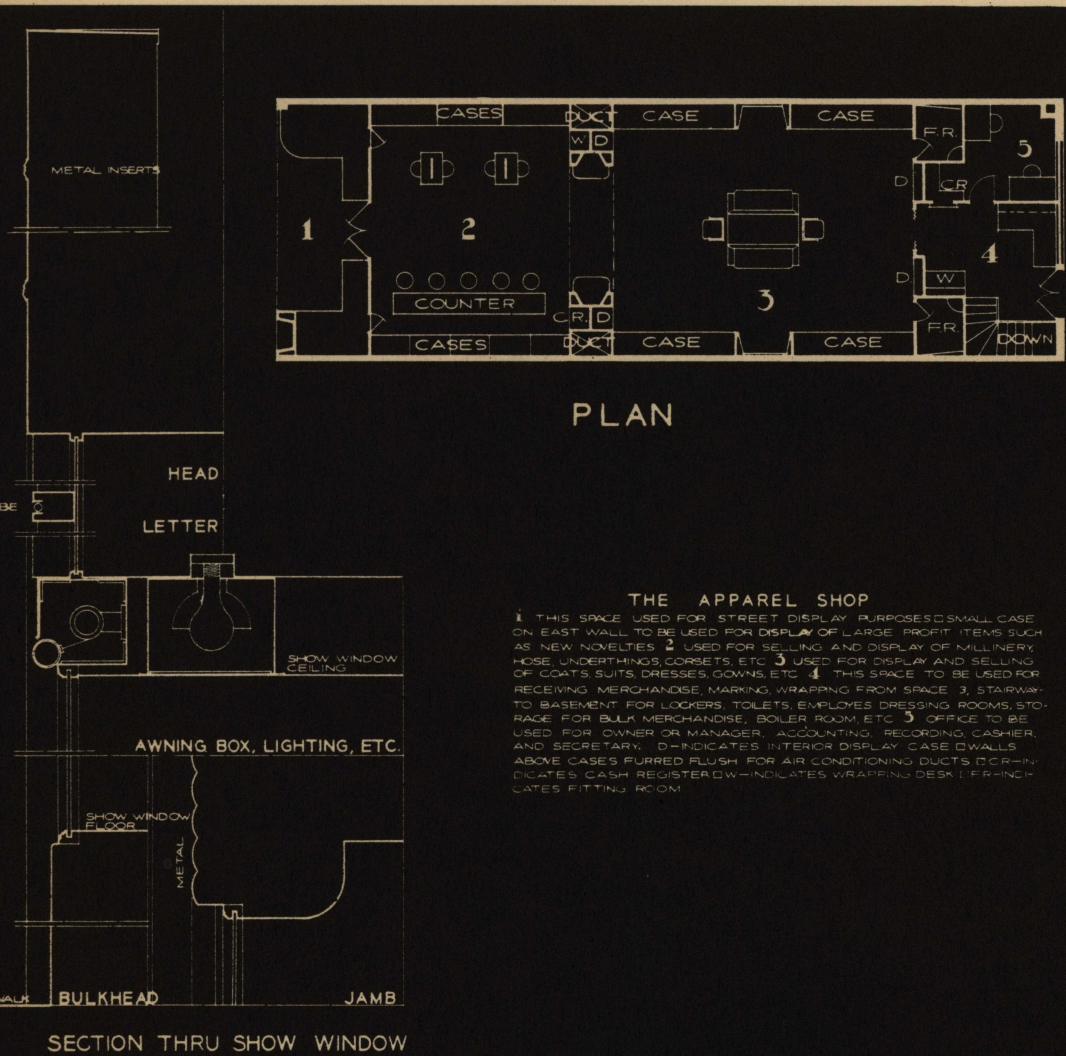
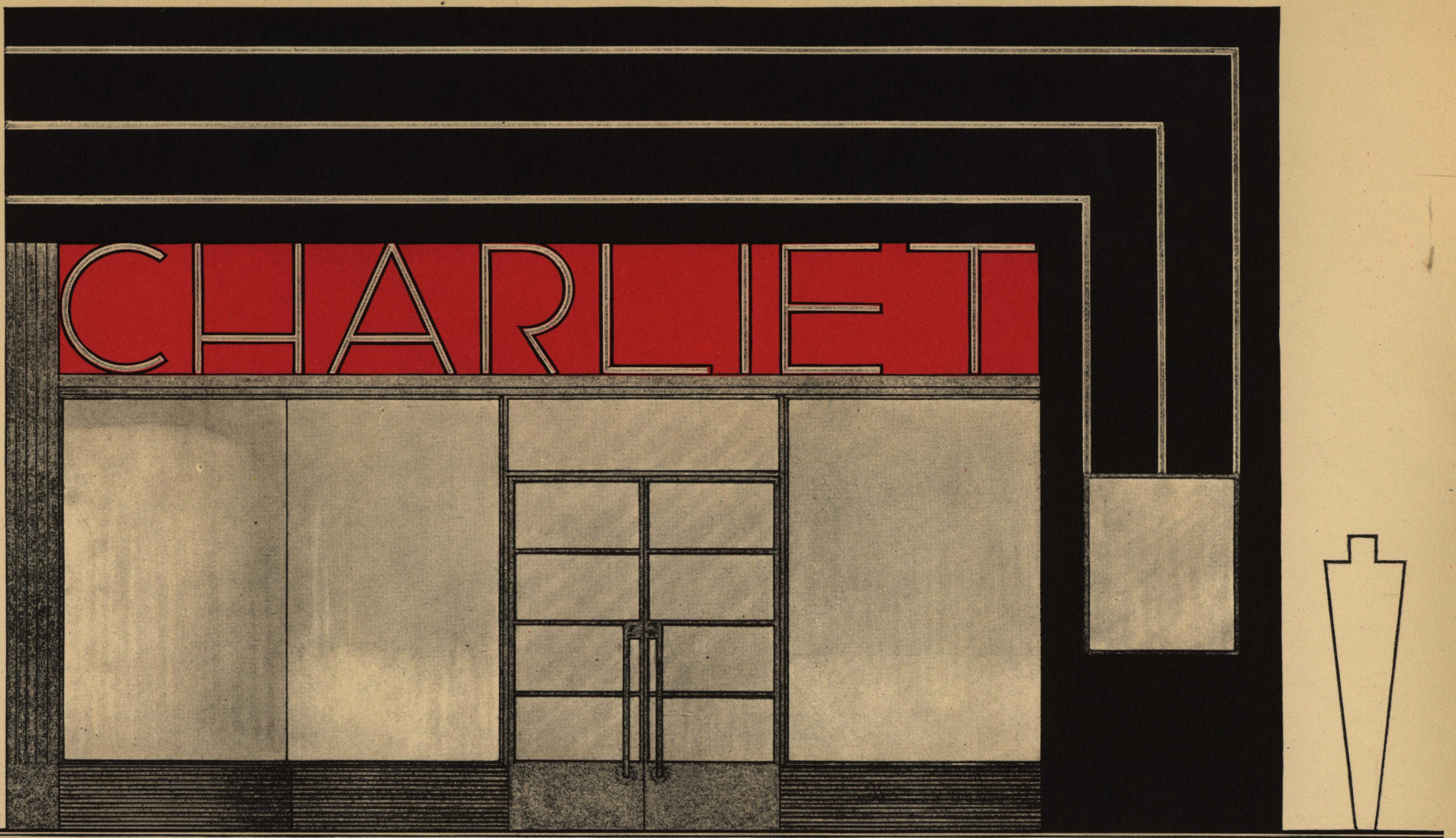


DESIGN NO. 683

This is an unusual design and arrangement of the exterior. The display windows are set back several feet and are permanently canopied by the lounge and office above to prevent window reflections. The interior walls are a combination of richly veneered woods and sparkling mirrors. The location of the balcony lounge and office permits more ground floor space to be used for merchandise display. It could be used for additional storage or work room if necessary. All interior lighting is indirect.

Design by
J. R. SPROULE
HONORABLE MENTION





DESIGN NO. 301

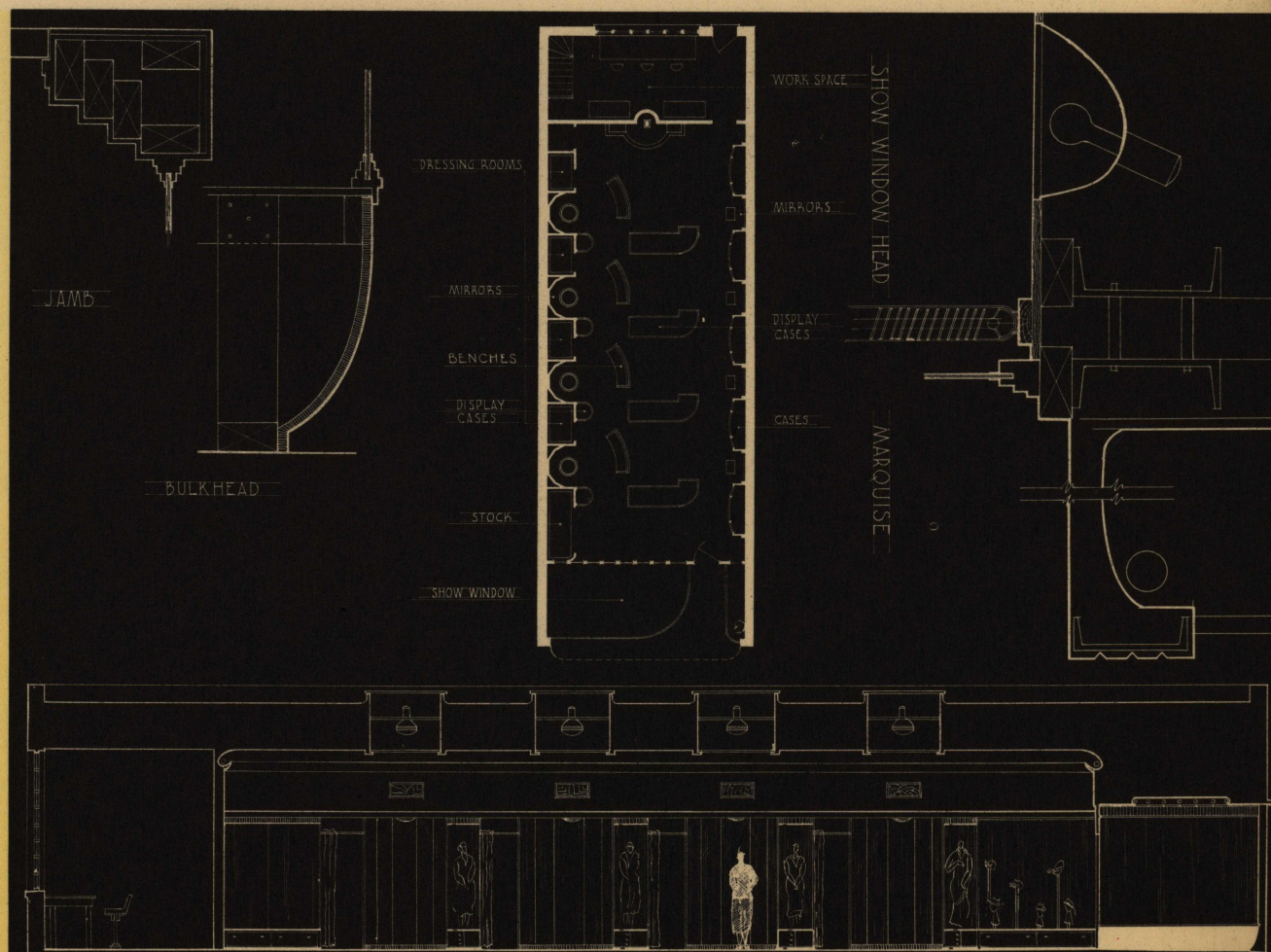
This conservatively modern design has much to recommend it. The curved plate glass window offers many possibilities for clever display and they invite the passerby to enter. The small pocket window is for the display of novelties and other large profit items. Exterior is metal trim on black Vitrolite. The interior design provides for all necessary sales display aids and accessories. Numerous seats and lounges are provided throughout.

Design by
JOHN HIRONIMUS
HONORABLE MENTION



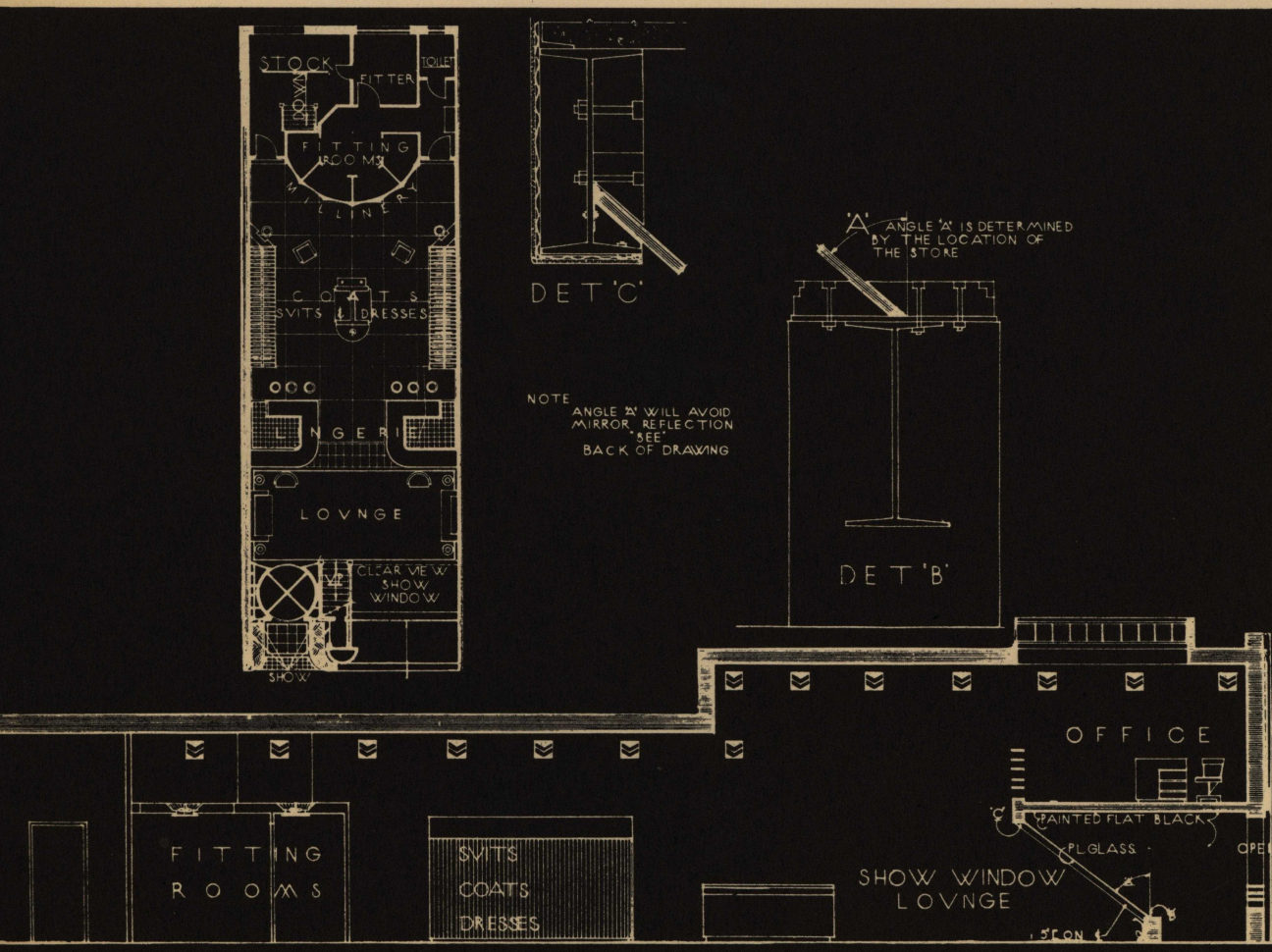
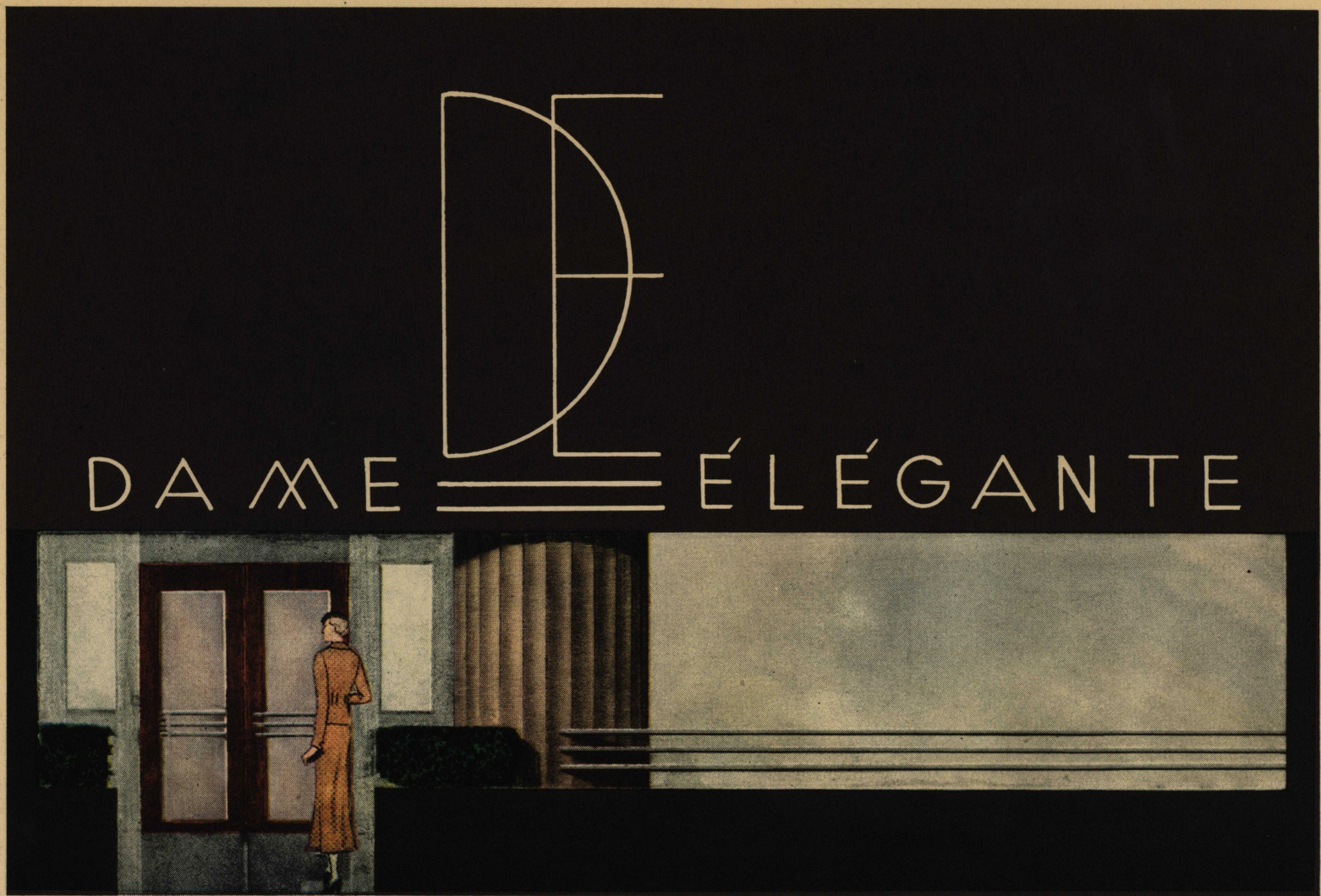
DESIGN NO. 709

The combination of gray Vitrolite with bronze trim marks this richly designed shop front. The bronze lettering and the Vitrolite face are indirectly lighted from the Marquise. Curved plate glass display windows attract from all angles. The interior arrangement, while different from the average, is practical. A profusion of mirrors and individual full height display cases are provided along either wall.



Design by GEORGE D. RECHER

HONORABLE MENTION



Design by HERBERT L. RODDE

HONORABLE MENTION

DESIGN NO. 652

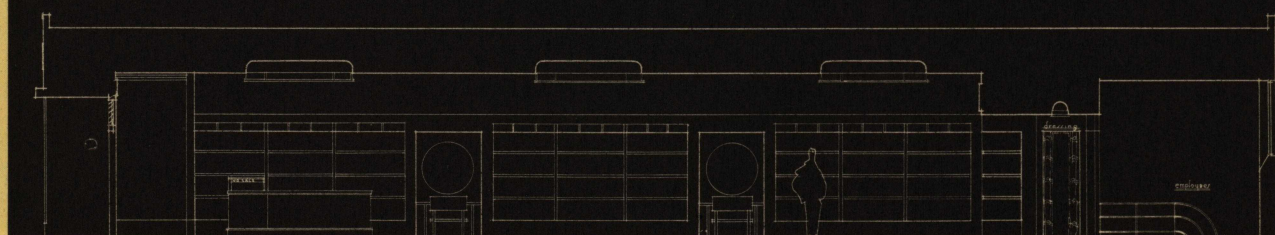
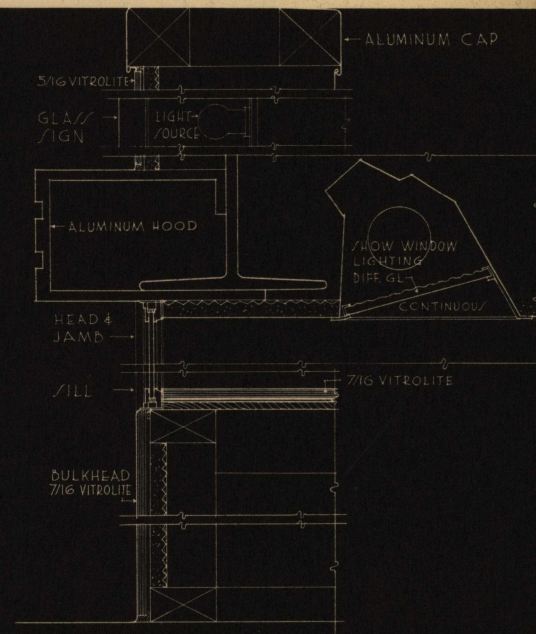
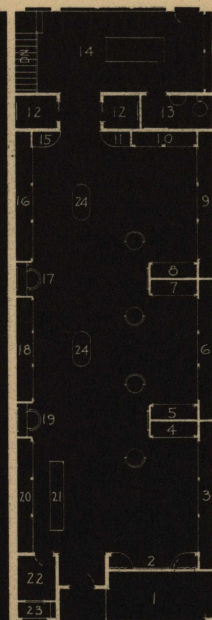
The designer of this shop front has created an exceptionally attractive exterior and at the same time introduced a novel yet not quite practical window. A study of the sectional drawing reveals a sloping plate glass window set back from the front building line. This arrangement does away with reflections but takes up considerable space. This could be altered to provide for a conventional vertical window, thereby providing additional space in the lounge. The balance of the plan is exceptionally attractive and practical.



DESIGN NO. 464

Simplicity is the keynote of this modern design, both inside and out. The exterior makes effective use of black Vitrolite and aluminum trim. Again we have the small display window for specialties. The sign is glass, back lighted. The interior is effectively arranged for display of merchandise and allows ample space for congested store traffic and has well placed indirect lighting. This design is exceptionally adaptable to a low cost modernization program.

- 1 DISPLAY WINDOW
- 2 FITTING & ENTRY TO #1
- 3 ENSEMBLE & COAT
- 4 COAT
- 5 DRESS
- 6 DRESS
- 7 DRESS
- 8 GOWN
- 9 GOWN
- 10 FORMAL
- 11 DISPLAY
- 12 DRESSING RM. & MIRROR
- 13 TOILET
- 14 TEAM/RESS & DELIVERY
- 15 DISPLAY
- 16 LINGERIE & CORSET
- 17 FITTING & MIRROR
- 18 HAT
- 19 FITTING & MIRROR
- 20 HOSIE & ACCESSORIE
- 21 COUNTER & CASH
- 22 SWITCHES & ENTRY TO
- 23 DISPLAY WINDOW
- 24 DISPLAY RACK



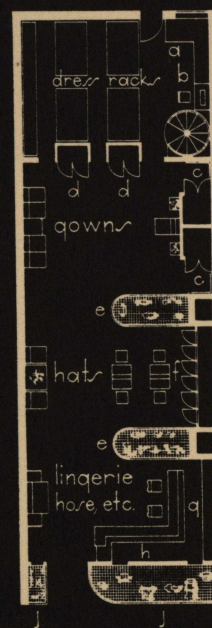
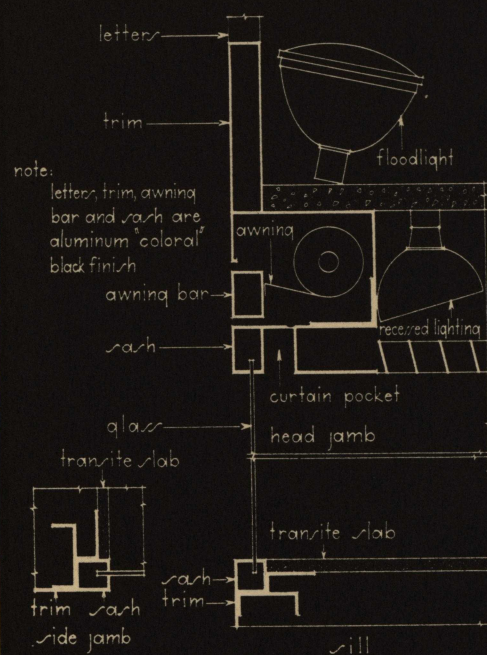
Design by ANTHONY S. CIRESI

HONORABLE MENTION



DESIGN NO. 183

One of the main features of this apparel shop design is its abundance of window display area. The unusual sign arrangement is equally effective by day or night. The interior offers a compact and systematic arrangement. It provides for two full height display cases with curved plate glass ends. Mirrors and lounges are conveniently placed throughout. The sign lettering and exterior metal trim are Aluminum "Coloral" Black finish.

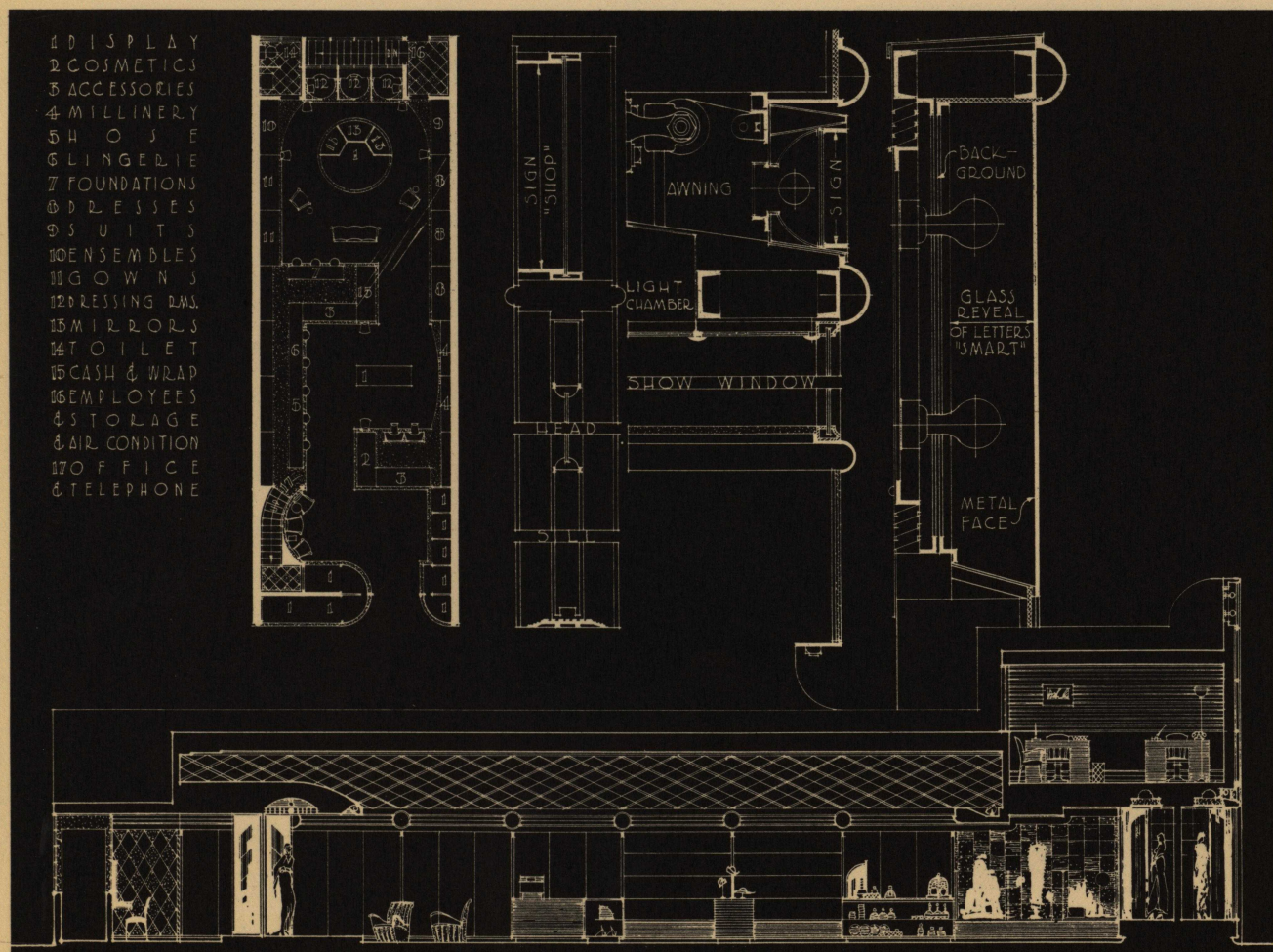
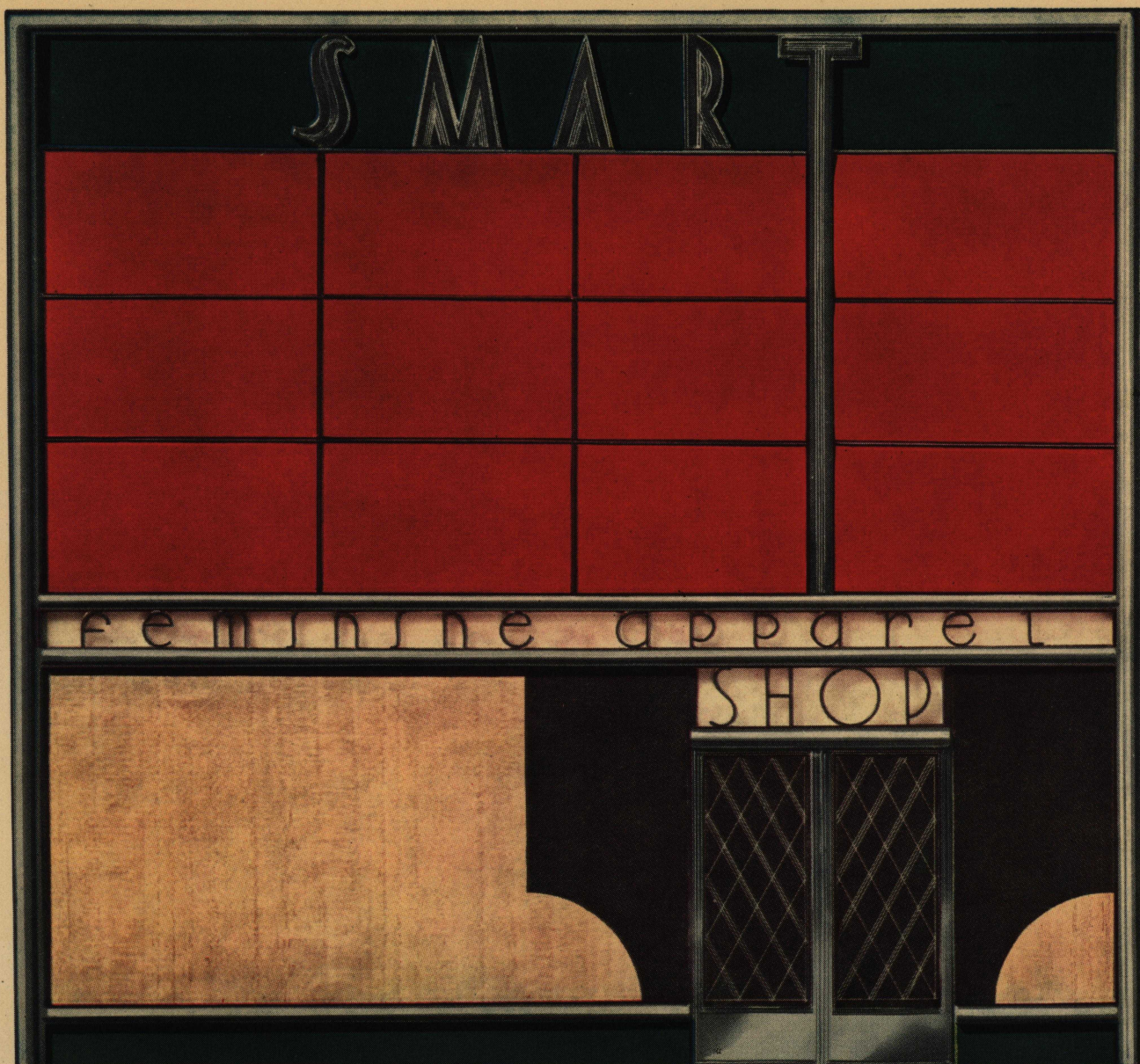


- a receiving
- b alterations
- c dressing rooms with mirrors in front of room
- d dress cabinet
- e glass display case
- f millinery case with satin finished mirrored doors
- g lingerie, hose, etc. wall case
- h gloves, accessories counter
- j show window



Design by IRWIN A. SUGARMAN

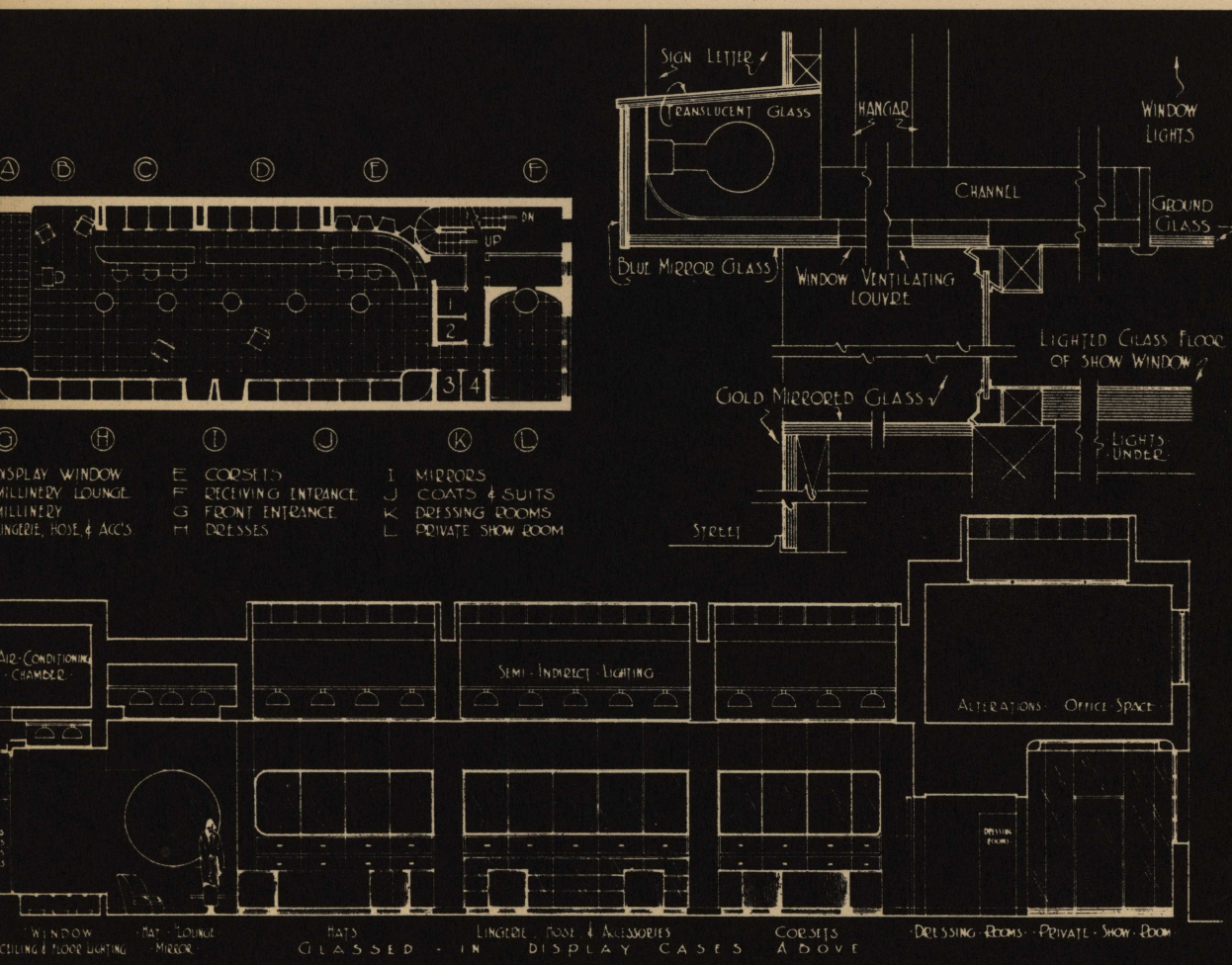
HONORABLE MENTION



Design by L. E. WILSON, E. E. MERRILL, and R. E. ALEXANDER HONORABLE MENTION

DESIGN NO. 488

Distinctive design coupled with excellent arrangement of display space—both exterior and lobby—feature this truly “smart” design. Note the arrangement of the lobby displays and lounging facilities. The exterior is Vitrolite and plate glass embellished with stainless steel trim. Sign lighting is indirect. The interior offers a different but business like arrangement—again the balcony office saves space.



Design by J. GORDON CARR

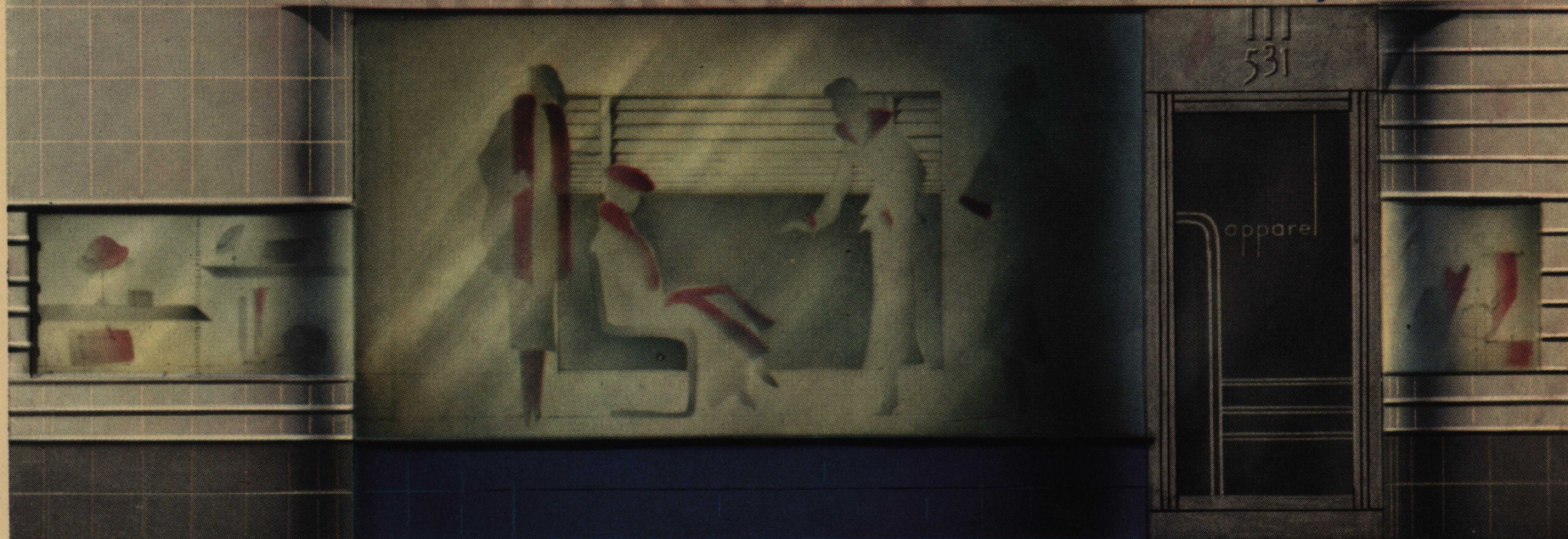
HONORABLE MENTION

DESIGN NO. 309

The author of this unusual design has employed glass in many ingenious ways. For example, he has indicated that the bulkhead, columns and exterior walls should be of mirrored glass. For this purpose we recommend Tuf-Flex—the tempered plate glass because of its greater strength or one of the attractive colors of Vitrolite may be used. Another novel feature is the glass floor and ceiling of the show window, each of which is illuminated by concealed lights directly behind the glass.

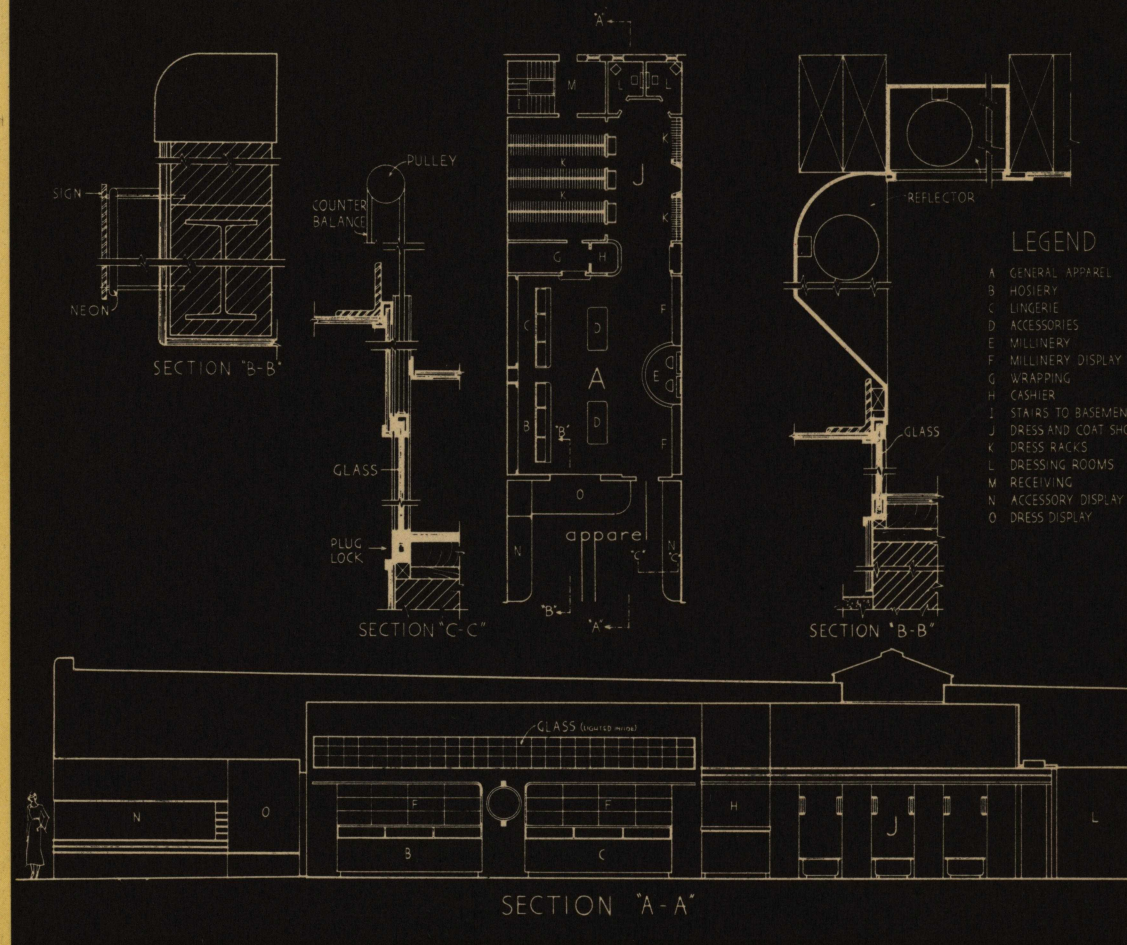
APPAREL SHOP

marie lelong inc.



DESIGN NO. 421

This smart apparel shop design provides a large and inviting lobby with a spacious central display window flanked on either side by shallow, yet very effective, windows for the display of smaller merchandise. The facing of the exterior walls and bulkheads is a combination of two attractive shades of Vitrolite. The interior plan would be particularly suitable for a store doing a considerable volume of ladies ready to wear apparel and at the same time provides ample space for millinery, lingerie and accessories. The Neon sign arrangement is simple, yet very attractive.



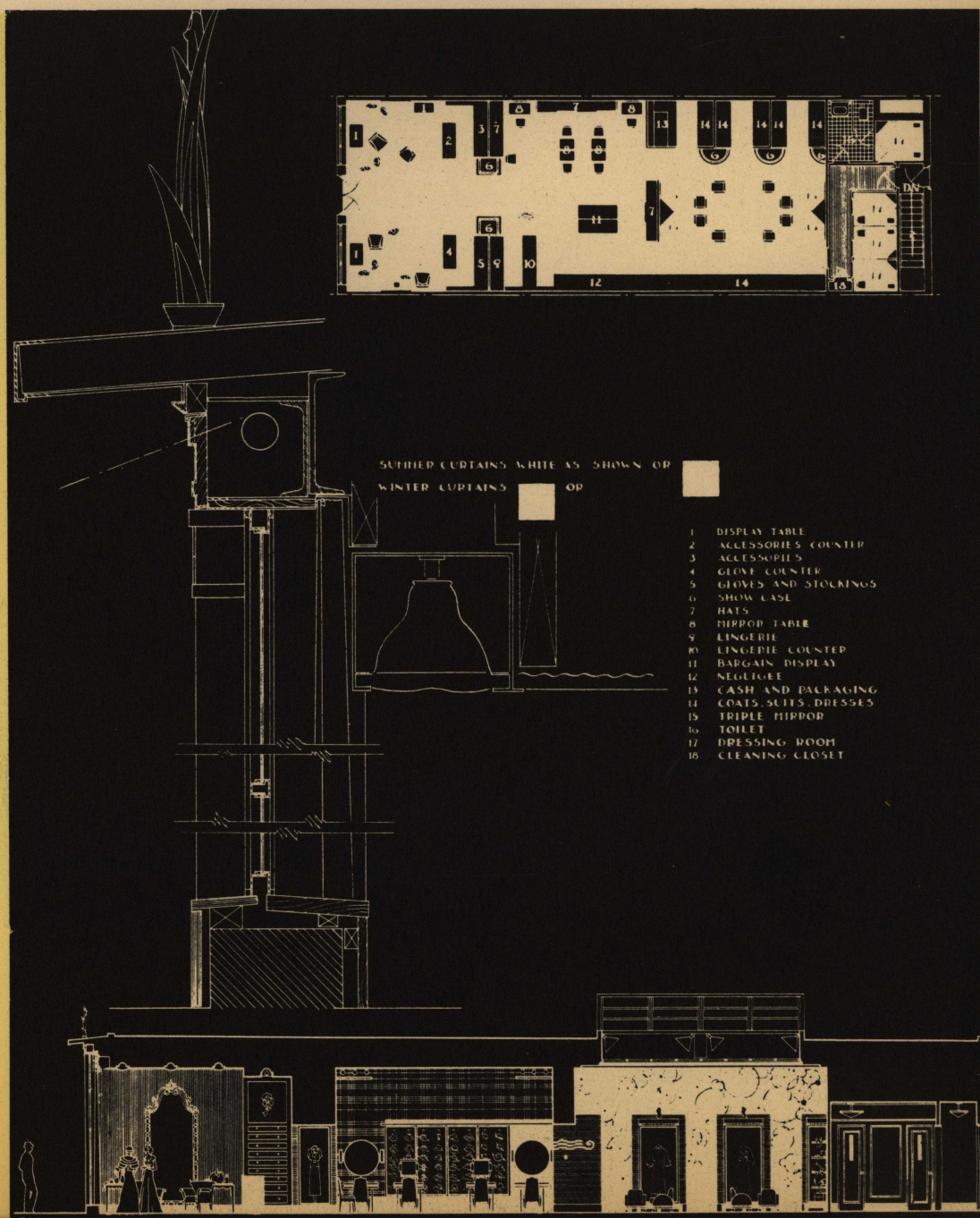
Design by M. FELDMAN, R. E. LEFF and H. GOTTESMAN, HONORABLE MENTION

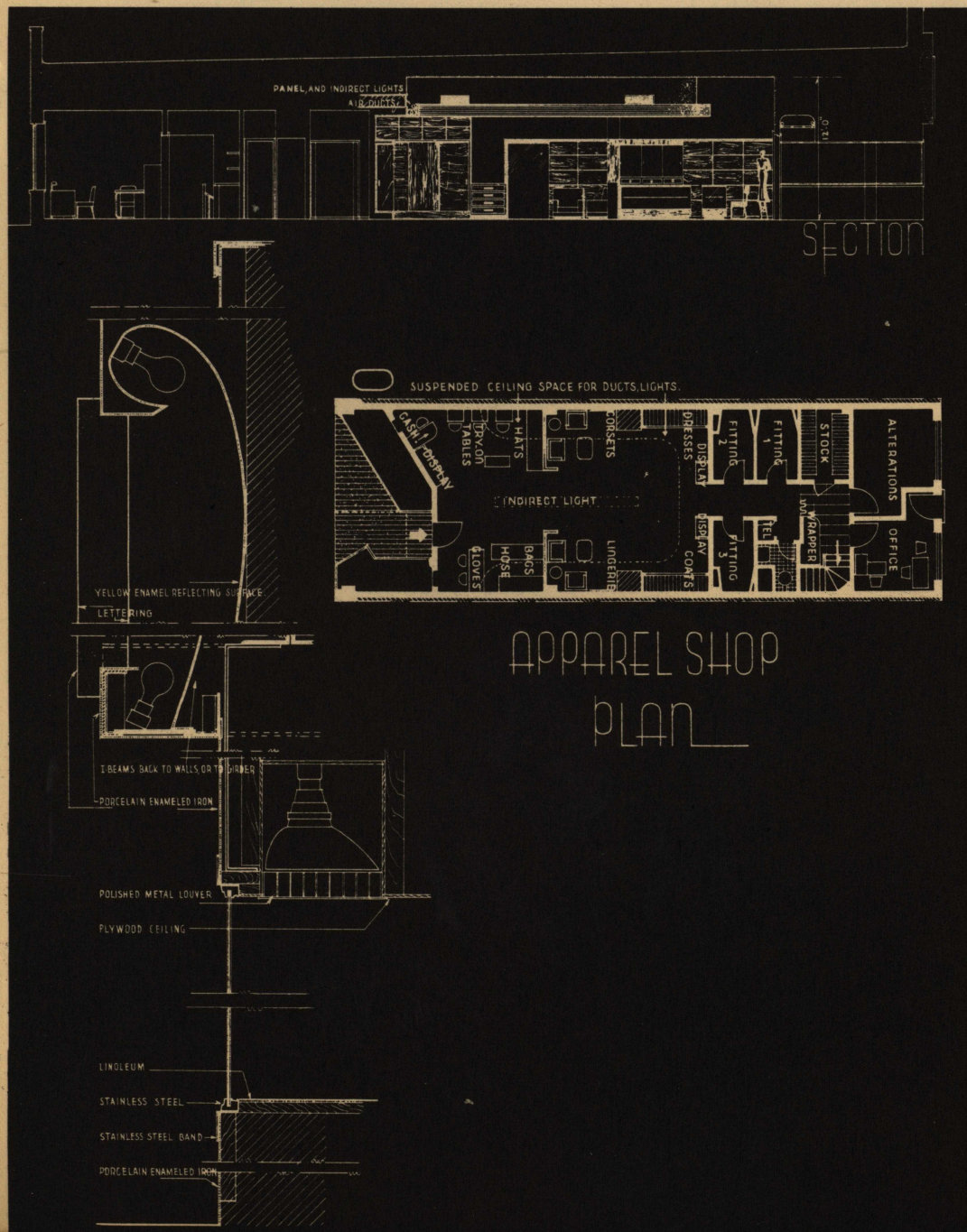


DESIGN NO. 409

This attractive design has an atmosphere of distinction that makes it especially suited to the more exclusive type of shop. The unusual height of the plate glass windows, even though broken into sections, gives an airiness that is most inviting. The Vitrolite bulkheads are quite low and the floor level display windows are really part of the shop itself. The interior plan and decorative treatment is modern and interesting, as well as practically departmentalized.

Design by
DONALD M. DOUGLASS
HONORABLE MENTION





DESIGN NO. 426

This design provides windows set at such an angle that they will attract the attention from either direction. Furthermore, this set-back from the building line reduces the possibility of objectionable reflections. The dominant sign is silhouette lighted and set in front of a yellow enamel concave reflector. The drawings indicate that the facing of the exterior walls and columns is porcelain enamel iron although a suitable color of Vitrolite might well be substituted. The well lighted interior amply provides for the display and handling of practically all items to be found in a women's apparel shop.

Design by
JOSEPH M. HIRSCHMAN
HONORABLE MENTION

SUGGESTED PARTIAL SPECIFICATIONS

DESIGN NUMBER	362	606	363	250	683	301	709	652	464	183	488	309	421	409	426
SHOW WINDOW	¼" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	¾" P. P.	¼" P. P.	¼" P. P.
TRANSOMS	—	Transex	—	—	¼" P. P.	¼" P. P.	¼" P. P.	None	¼" P. P.	¼" P. P.	¼" Blast	¼" P. P.	¼" P. P.	¼" P. P.	¼" P. P.
DOOR	¼" P. P.	¼" P. P.	Sand Blast	¼" P. P.	¼" P. P.	¼" P. P.	Safety Glass	¼" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	¾" P. P.	¼" P. P.	¼" P. P.
SHOW WINDOW LIGHTING TR. & FIX.	Diffuse	Diffuse	Sand Blast	—	Sand Blast	Diffuse	Transex	Diffuse	Diffuse	—	Diffuse	Diffuse	Diffuse	Prism	Reflector
SHOW WINDOW FLOOR	—	—	—	—	—	—	Carpet	Carpet	Vitrolite	—	—	Vitrolite	¼" Vitrolite	—	—
SHOW WINDOW CEILING	—	—	—	—	Sand Blast	—	Diffuse	Paint	—	—	—	Vitrolite	¼" Vitrolite	—	—
SHOW WINDOW MIRROR	¼" P. P.	—	¾" P. P.	—	¼" P. P.	—	¼" P. P.	—	¼" P. P.	—	¼" P. P.	¼" P. P.	—	¼" P. P.	—
SHOW CASE TOPS	¼" P. P.	¼" P. P.	¾" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	—	¼" P. P.	¼" P. P.	¾" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	¾" P. P.
SHOW CASE FRONTS	¼" P. P.	¼" P. P.	Vitrolite	¼" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	—	¼" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	¾" P. P.	¼" P. P.	¾" P. P.
SHOW CASE SHELVING	¼" P. P.	¾" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	—	¼" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	¾" P. P.	¼" P. P.	¾" P. P.
SHOW CASE MIRRORS	¼" P. P.	¼" P. P.	¾" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	—	¼" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	¾" P. P.	¼" P. P.	¼" P. P.
INTERIOR MIRRORS	¼" P. P.	¼" P. P.	¾" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	—	—	¼" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	¼" P. P.	¼" P. P.
INTERIOR DECORATIVE GLASS	Agate Vitrolite	Sand Blast	Sand Blast	—	—	Sand Blast	Sand Blast	—	—	Muralex	¼" Vitrolite	—	Ribbed	Sand Blast	—
INTERIOR LIGHTING FIXTURES	Diffuse	Sand Blast	Sand Blast	Sand Blast	Sand Blast	Sand Blast	Leaded	—	—	—	—	Sand Blast	Sand Blast	—	—
INTERIOR LIGHTING TROUGHS	Diffuse	¼" Velvex	—	Sand Blast	Sand Blast	—	Metal	—	Sand Blast	—	—	Sand Blast	Sand Blast	Sand Blast	Sand Blast
SKYLIGHTS (EXTERIOR)	B. R. Wire	Velvex	Comb.	Wire	Velvex	—	Wire	Wire	—	—	—	Sand Blast	Wire	Wire	—
SKYLIGHTS (INTERIOR)	Diffuse	Diffuse	Day and Night	Sand Blast	Sand Blast	—	Leaded	—	—	—	—	—	¼" Ribbed	Ribbed	—
SCREENS OR CAGES	—	—	—	—	—	—	Drapes	—	—	—	Mirrors	—	¾" P. P.	—	—
PARTITIONS	White Vitrolite	—	Vitrolite	—	¼" P. P.	—	Plaster	—	Steel—Plaster	—	—	—	—	—	—
REAR WINDOWS	D.S.A.	D.S.A.	¼" P. P.	D.S.A.	Sand Blast	Ribbed Wire	Wire Glass	Wire	D.S.A.	D.S.A.	Wire Velvex	Sand Blast	¼" Diffuse	¼" Wire	D.S.A.
STORE FRONT FRAME	Steel	Stainless Steel	Metal	Alum.	Steel	Alum.	Extrud. Bronze	—	Alum.	Steel	Steel	Brass	Alum.	Bronze	Steel
FACING OF BULKHEAD	Vitrolite	Vitrolite	Vitrolite	Vitrolite	Vitrolite	Vitrolite	Vitrolite	Vitrolite	Vitrolite	Vitrolite	Vitrolite	Vitrolite	Vitrolite	Vitrolite	Vitrolite
TRIM OF BULKHEAD	—	Stainless Steel	Bronze	—	Alum.	Steel	Bronze	Chrom.	Alum.	Alum.	Steel	Brass	Alum.	Gold Leaf	Steel
FACING OF EXT. WALL, WALLS OR COL.	Black Vitrolite	Vitrolite	Vitrolite	Vitrolite	Vitrolite	Vitrolite	Vitrolite	Vitrolite	Vitrolite	Vitrolite	Vitrolite	Vitrolite	Vitrolite	Vitrolite	Vitrolite
TRIM OF WALLS	Steel	Stainless Steel	Bronze	Alum.	Alum.	Steel	Bronze	—	Velvex	Alum.	Stainless Steel	—	Alum.	Gold Leaf	Steel
FACING OF SIGN BACKGROUND	Black Vitrolite	Vitrolite	Vitrolite	—	Diffuse	Vitrolite	—	Vitrolite	Velvex	—	Vitrolite	Vitrolite	Vitrolite	Glass	Vitrolite
SIGN LETTERING AND ILLUMINATION	Steel—Chrom.	Metal—Reflector	Bronze	Alum.	Alum.—Neon	Metal	Bronze—Indirect	Neon	Alum.—Reflector	Reflector	Stainless Steel	Brass—Alum.	Neon	Bronze	Enam.—Reflector
SHOW WINDOW FLOOR	Black Vitrolite	Carpet	Rubber Tile	Rubber Tile	Carpet	Carpet	—	Cement	Vitrolite	Vitrolite	Cork Tile	Sand Blast	Vitrolite	Carpet	Linoleum
SHOW WINDOW WALLS	¼" P. P.	Leatherette	Vitrolite	Paint	Wood	Wood	Plaster	—	Vitrolite	Plaster	Wood	—	Wood	—	Plaster
SHOW WINDOW CEILING	Gray Vitrolite	Diffuse	Plaster	Paint	—	Wood	—	—	Diffuse	Plaster	Plaster	Sand Blast	Vitrolite	—	Wood
SALES WALLS	Plaster	Plaster	Plaster	Plaster	Mirrors	Plaster	Plaster	—	Mirrors	Acoustic	Plaster	Wood	Wood	Plaster	Plaster
SALES CEILING	Acoustic	Plaster	Plaster	Acoustic Plaster	Plaster	Plaster	Acoustic Tile	—	Alum.	Acoustic	Plaster	Plaster	Tile	Plaster	Plaster
SALES FLOORING	Cork Tile	Rubber Tile	Rubber Tile	Rubber Tile	Carpet	Carpet	—	—	Linoleum	Carpet	Cork Tile	Terrazzo	Linoleum	Carpet	Linoleum
SALES SHOW CASES	¼" P. P.	Hard Wood	Wood—Glass	—	—	Wood	—	—	¼" P. P.	Safety Glass	Vitrolite	Wood—Vitrolite	Wood	Wood	Wood
SALES FURNITURE	Wood	Leather	Metal—Vitrolite	Metal	Steel—Leather	Metal—Leather	Wood	—	Metal—Leather	Alum.—Leather	—	—	Wood	Brass—Uph.	Metal—Leather
SALES MAIN LIGHTING FIXTURES	Cove	Indirect	Sand Blast	Indirect	Indirect	Cove	Metal—Glass	Indirect	Indirect	Box Type	Indirect	Concealed	Alum.	Indirect	Indirect
SALES TRIM	Chrom. Steel	Wood	Metal	—	Metal	Wood	—	—	Alum.	Alum.	—	Walnut	Alum.	Wood	Wood
HEATING, VENTILATING, AIR COND.	Air Cond.	Air Cond.	Air Cond.	Air Cond.	Air Cond.	Air Cond.	Air Cooled	Air Cond.	Air Cond.	Air Cond.	Air Cond.	Air Cond.	—	Air Cond.	Air Cond.

Abbreviations: P. P.; Polished Plate—F. D.; Flat Drawn Window Glass—B. R.; Blue Ridge—S. S.; Stainless Steel—D. S. A.; Double Strength "A" Quality Window Glass.

POLISHED PLATE GLASS

The quality of the Polished Plate Glass used in store fronts and other business properties is of paramount importance. Store windows must *sell* merchandise and, at the same time, along with the complete ensemble of the modern front, attract the eye of the passerby and invite him in. To do this to the utmost degree of efficiency, the windows must be clear and sparkling.

Libbey-Owens-Ford manufactures Polished Plate Glass by two different methods—the Bicheroux, or pot casting method, and the Continuous Flat Drawing Process. In either case, a uniform standard of quality is assured, because all L.O.F. plants are equipped throughout with the finest and most modern manufacturing

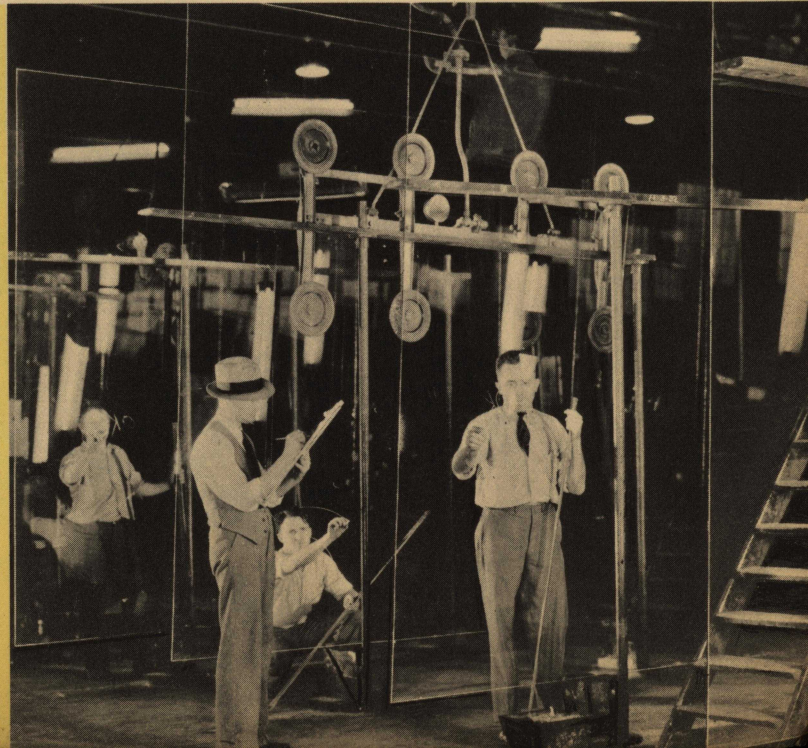
equipment. Scores of experienced engineers and scientists are continually working on improved methods of manufacture and new processes in a determined effort to constantly improve the product.

The practical applications of Polished Plate Glass to the modernization of business properties are many and varied. Libbey-Owens-Ford Glass Products are carried in stock by leading glass distributors and dealers throughout the country. The Libbey-Owens-Ford Distributor in your territory, and your architect, are both anxious and willing to advise you in regard to the proper use of all glass products for building purposes. Your distributor carries ample stocks to give quick and efficient service.



At the right, trained inspectors select and grade large sheets of Polished Plate Glass—your assurance of highest quality.

At the left, a view in the furnace hall of the L.O.F. Plate Glass plant at Rossford, showing a white hot pot being removed from a furnace to go to the casting table where its molten contents will become Plate Glass.



TUF-FLEX

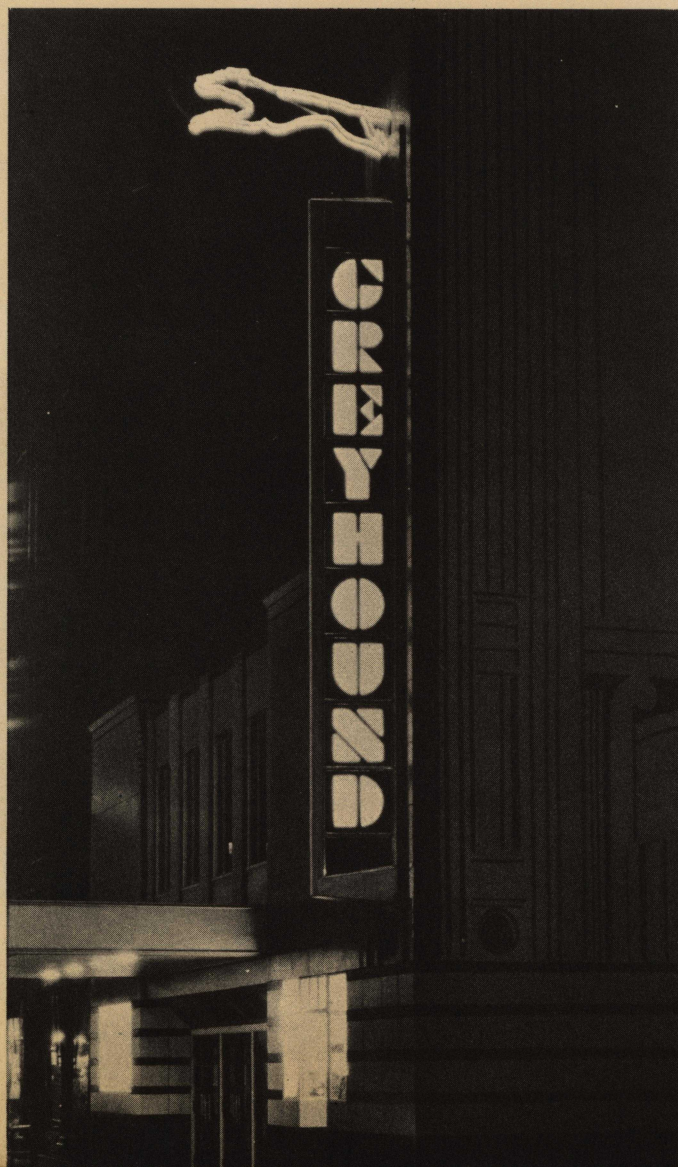
TEMPERED PLATE GLASS

● This is a new kind of plate glass made by a special, patented process of reheating and cooling regular Polished Plate Glass. Its appearance, its clarity and its chemical composition are exactly the same as that of the regular Plate Glass from which it is made, but its physical properties are decidedly different, due to the changed stress-strain differential between the outside surface and the central portion of the glass plate. Since the outside surfaces are highly compressed and the central portion is in tension, Tuf-Flex tempered plate glass is much stronger, much more flexible and much more resistant to shock than the untempered product. It will withstand impact far beyond the point at which regular Plate Glass would shatter. Its great structural strength enables it to be twisted through an angle of 20 degrees without breaking. Its resistance to thermal shock and to temperature change is several times that of regular Plate Glass. These unusual properties make Tuf-Flex ideally suited for many building and decorative purposes. It is recommended, for example, for shelves and show cases, display tables and similar fixtures that must withstand the pressure of leaning elbows. Its greater strength materially lessens the chance of breakage and, consequently, of the evils attendant on breakage, such as injury, theft, etc.

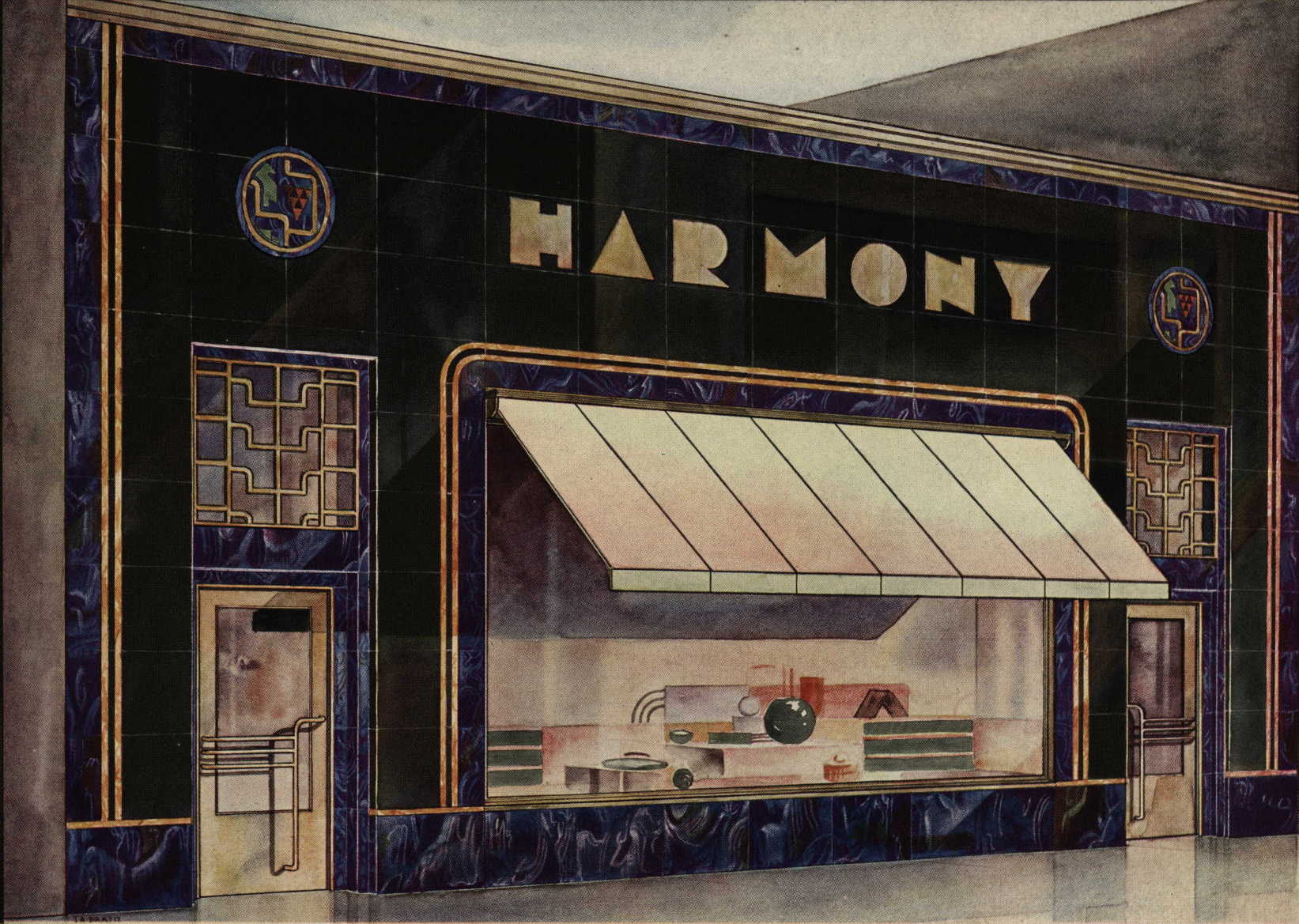
Tuf-Flex is a splendid glass to use in the doors of stores, public buildings and places of amusement where breakage of ordinary glass is more frequent. Tuf-Flex permits attractive display and ample lighting, just as regular Plate Glass does, but, in addition, offers all the advantages peculiar to the tempered product.

These are but a few of the many and varied applications of this new kind of Plate Glass. From them, you can doubtless draw your own conclusions as to where and in what manner Tuf-Flex can prove of value in your own building problem. Your Libbey-Owens-Ford-Distributor will supply, on receipt of the necessary data from you, full information and cost figures covering its application to your individual requirements. Tuf-Flex is avail-

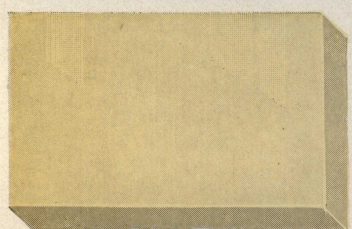
able in a wide range of colors—some opaque, some transparent and others in varying degrees of translucency. Vitrolite structural glass can also be tempered into Tuf-Flex to give it extra strength. Tuf-Flex can be furnished silvered, ground or etched. Tuf-Flex cannot be cut after it is tempered, consequently the exact sizes required must be specified. It is available in sizes not exceeding 48" x 48" and in thicknesses from $\frac{1}{4}$ " up, with the exception of Colored Tuf-Flex which is available in $\frac{7}{32}$ " thickness *only*.



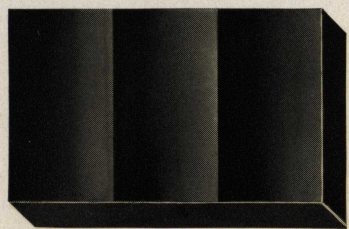
An interesting use of Tuf-Flex is found in the facing of a large electric sign on one of the new Greyhound Bus Terminals. The sign is blue enameled Tuf-Flex with white sandblasted letters. If Tuf-Flex is struck sufficiently hard to be broken, it breaks into small, comparatively harmless particles.



COLORS AND DECORATIVE PROCESS



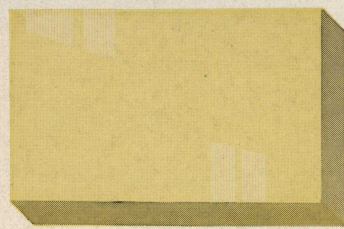
WHITE



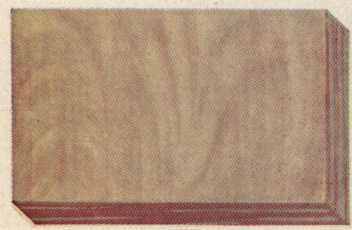
BLACK SHADED SANDBLAST



INLAY DECORATED



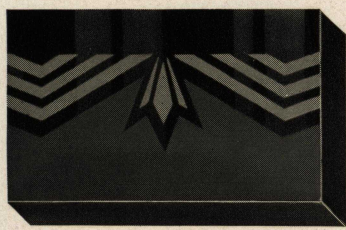
IVORY



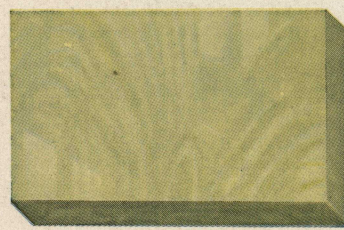
ORCHID AGATE



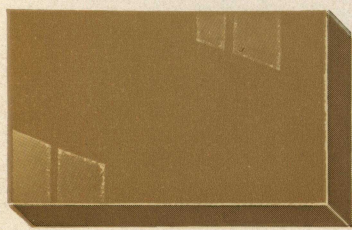
ROYAL BLUE AGATE



BLACK TWO-TONE SANDBLAST



JADE AGATE



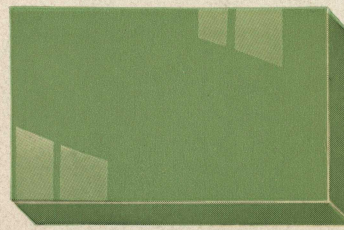
SUN TAN



WALNUT AGATE



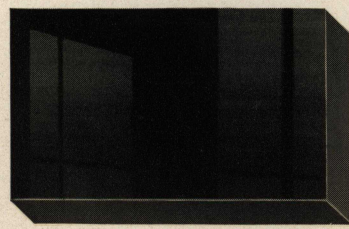
EMERALD AGATE



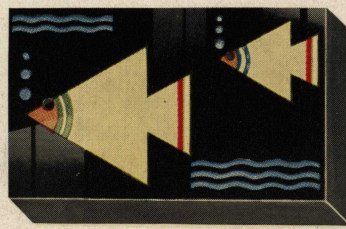
JADE



GOLDEN AGATE



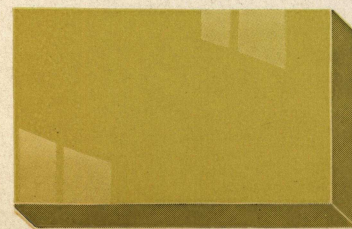
BLACK



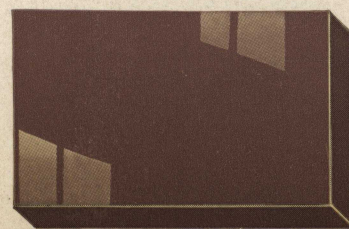
COLORS DECORATED



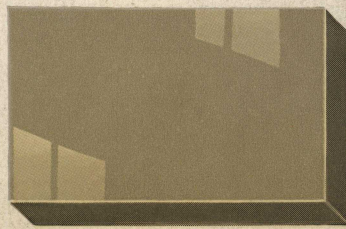
ROBIN BLUE



YELLOW



ORCHID



GRAY



TROPIC GREEN

The facts about VITROLITE

VITROLITE is a decorative, colorful, opaque structural glass used for modernizing exteriors, interiors and fixture appointments. Whether for remodeling or a new project, Vitrolite will identify it with the modern trend in design.

It is made in a great variety of colors that will suitably fit any decorative scheme. It has a brilliant flint-like surface that requires practically no upkeep. A damp cloth is all that is ever required to keep it spotlessly clean, sanitary and always new. Its brilliancy will not dull with age and it will not check or craze. It can be applied over any smooth, dry, permanently secure surface and is comparatively low in cost. It is a modern facing material that will make your store distinctive in appearance and place it in step with progressive merchandising procedure. New today . . . Modern tomorrow.



● A few examples of Vitrolite Store Front installations. The smaller photographs were taken before the work was started.

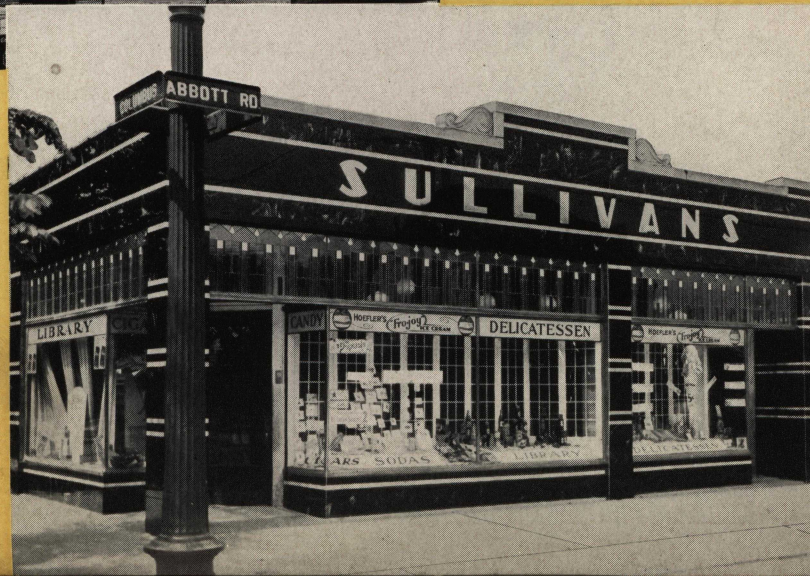
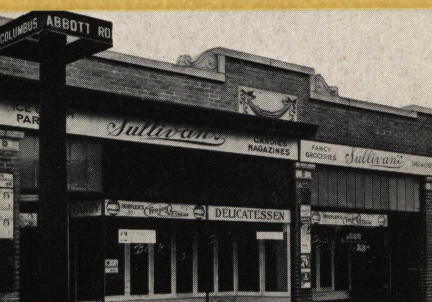
VITROLITE

● The store front is the merchant's primary bid for business. It expresses the character of his establishment to the buying public and reflects the quality of the merchandise he sells and the service he renders. It is the "suit of clothes that makes the man" and stamps him as a successful and progressive merchant in his community. To fulfill these requirements it must attract the favorable attention of the passerby and induce him to enter. If the front creates a favorable impression and its attractiveness is permanent, it will go a long way toward turning the casual purchaser into a permanent customer. Your store front, lobbies, entrances and interiors can be made more inviting with the lustrous beauty of the many colors and agate shades of Vitrolite. The richness with which it combines with modern metals, the luxury and the quality with which it surrounds the merchandise in display windows, all attract increased patronage from the very first day.

Vitrolite has been responsible for renting and selling properties that had been vacant for months, because they were antiquated. When Vitrolite was chosen as the modernizing material, such satisfactory transformations took place that these properties were immediately made rentable, easily salable and profitable to the owner.

The cost of a Vitrolite Store Front is surprisingly low. It is easy and economical to install. There is practically no expense for maintenance—it requires no painting or refinishing—and its sparkling beauty lasts a lifetime. A damp cloth is all that is necessary to keep Vitrolite as bright and new as the day it was installed.

The Art Department of the Vitrolite Division is glad to cooperate with you and your architect or decorator. The Vitrolite representative in your community has a special display easel on which he will gladly set up actual arrangements in Vitrolite to illustrate designs and color schemes to fit your requirements.





● Restaurants, Hotels, Taverns and every type of store from one end of Main Street to the other where foods and beverages are sold or served, find Vitrolite Fixtures trade-attracting and a permanently profitable investment.

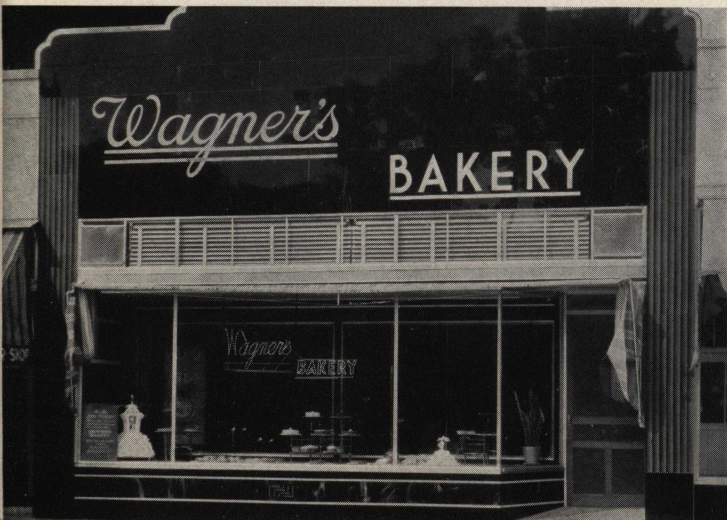
The store that is equipped with VITROLITE soda fountain counters, table tops, counter tops, bars, back bars and show cases will definitely draw more customers. VITROLITE walls, ceilings and interiors will greatly enhance its attractiveness.

Table tops, counter tops and soda fountain tops of Vitrolite in the new stainless steel rim construction are the most practical and long-lived fixtures you can install. The handsome metal rim, available in various patterns, protects the Vitrolite top slab. The Presdwood under-construction

which cushions the Vitrolite slab makes it practically noiseless.

The very nature of the product makes Vitrolite Fixtures absolutely sanitary and easy to keep clean and spotless at all times. Vitrolite will not absorb odors, will not check, craze, or grow dull. It lasts a lifetime requiring only a damp cloth to keep it fresh and brilliant.

In Vitrolite Fixtures you have not alone colorful beauty and trade attracting ability, but practical permanence and durability. Foods and drinks served on Vitrolite appear more appetizing and inviting, and the Vitrolite-equipped establishment adds to its satisfied patrons in ever-increasing volume. Consider these advantages, balance them in your business budget, and you will immediately see the economy and merchandising value of being Vitrolite-equipped.

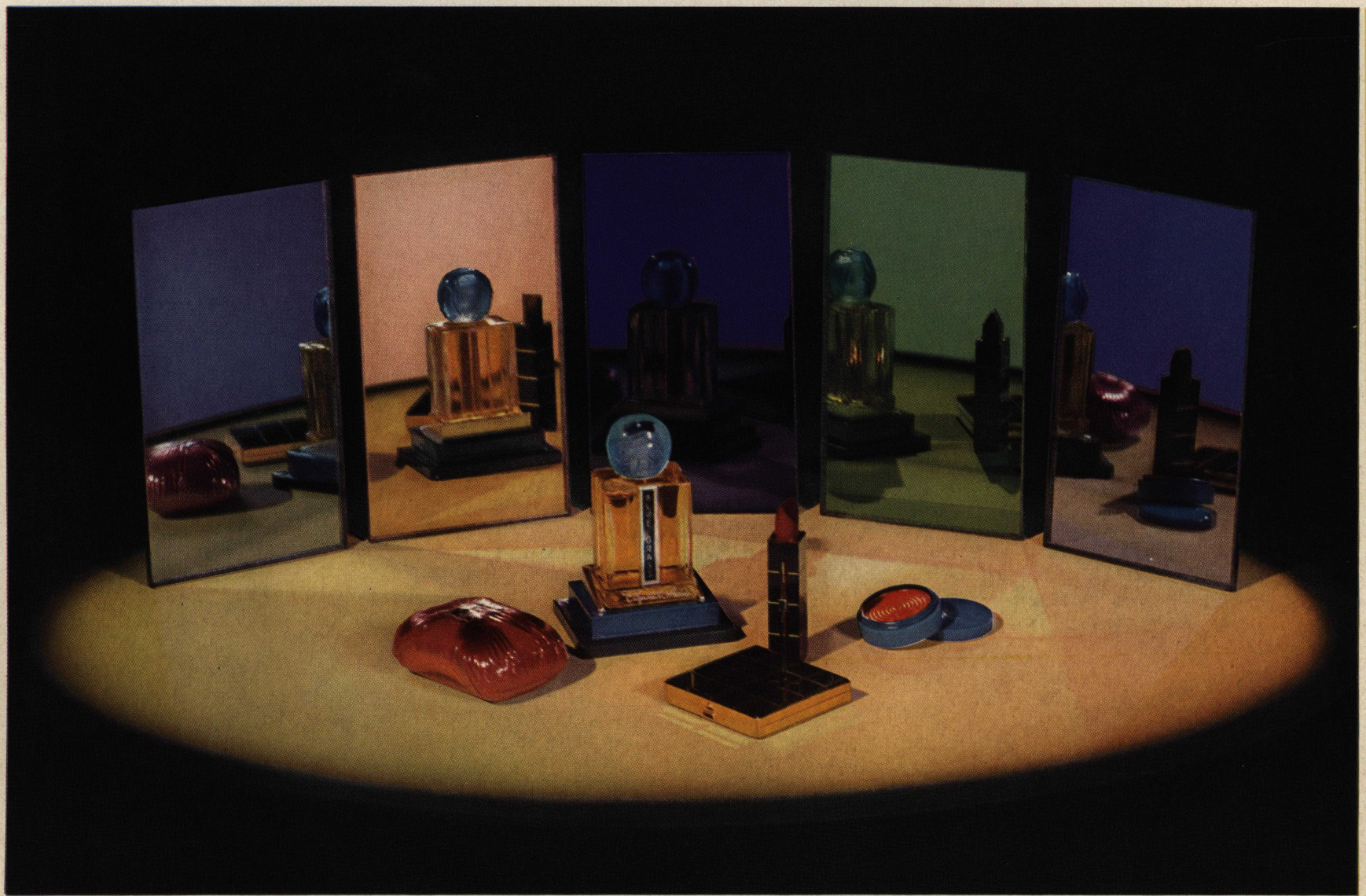


VITROLITE
A LIBBEY • OWENS • FORD
PRODUCT



COLOR PLATE GLASS

This new Libbey-Owens-Ford product offers many interior and exterior decorative possibilities in the modernization of almost any type of building. It is manufactured with the same skill and care, with the same modern type of equipment that has made Libbey-Owens-Ford Polished Plate Glass the standard of quality for the industry. At the present time it is obtainable in three shades of blue, a peach and a green. This new product when made into mirrors gives soft, colorful reflections that offer no end of decorative possibilities. Colored Plate Glass is standard in 7/32" thickness and available in the same sizes as regular Polished Plate Glass.



BLUE RIDGE

FIGURED AND WIRE GLASS

Blue Ridge Figured and Wire Glass has a definite place in the modernization of almost any business property. The variety of patterns in which it is available, each designed to fulfill certain particular requirements, makes it ideally suited for use in partitions, lighting fixtures and troughs, skylights and for decorative purposes.

The five Blue Ridge products illustrated are most generally used in the modernization of business buildings. The characteristics of this glass that make it so generally preferred by leading architects are its uniform quality and thickness, the sparkling brilliance of its attractive and efficient patterns, its easily cleaned designs that transmit and diffuse light effectively; its versatility of use, and the fire retarding properties of the polished and figured Wire Glass, which are approved by Underwriters' Laboratories, Inc., as Number R-2129. Specific characteristics of each glass shown are given under the illustrations.

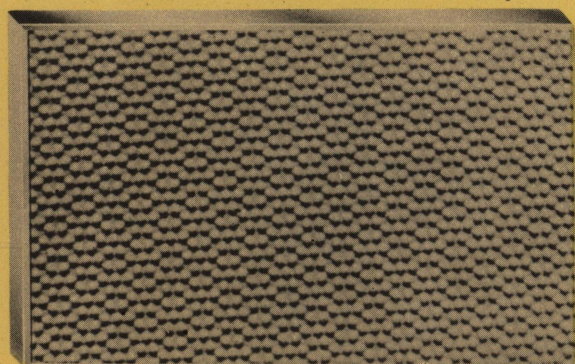
Since Wire Glass is used so frequently in business buildings it will be worth while to consider the special features

of Blue Ridge Wire Glass. Blue Ridge Wire Glass is manufactured by an exclusive method which centers the wire in the glass and makes it free from objectionable bubble clusters around the wire. This is extremely important because it results in a better fire retardant and greater strength against impact and wind and water pressure. In a series of tests conducted by a well known physicist, it was found that glass with properly centered wire was consistently stronger than glass of the same thickness and pattern in which the wire was substantially closer to one surface than the other. The difference ran as high as 42% in some comparisons. When Blue Ridge Wire Glass, Figured or Polished, is used the advantage of this extra strength is assured.

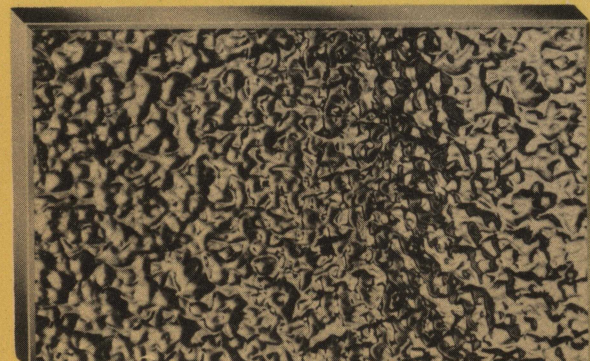
SATINOL FINISH. Satinol Finish may be applied to one or both surfaces of Blue Ridge Figured Glass. This process gives it a mellow satin-like finish, which does not finger mark or spot in handling. It materially improves the diffusing quality of the glass, making its illumination soft, restful and pleasing to the eye, and only slightly reduces its light transmission value. The finished thickness of Satinol glass is $\frac{3}{16}$ ".



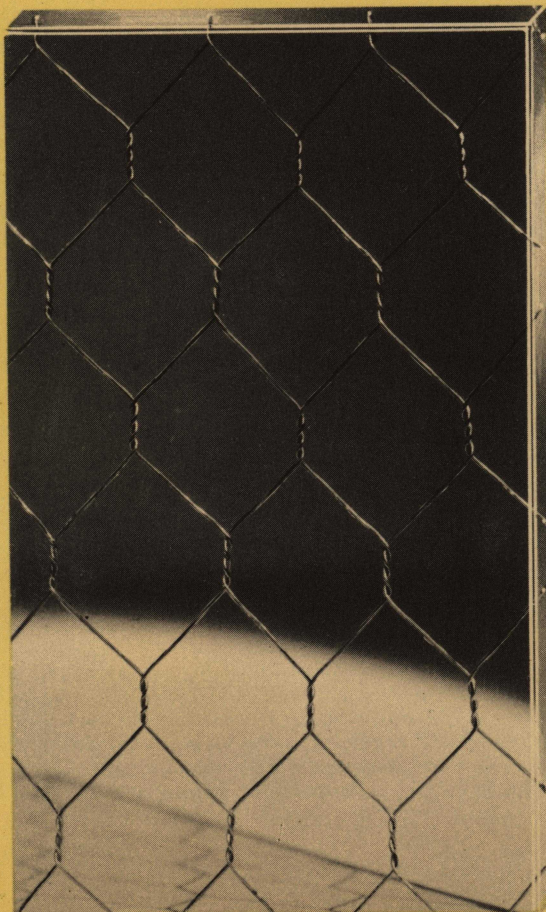
These products are manufactured by the Blue Ridge Glass Corporation, of Kingsport, Tenn., and are sold by the Libbey-Owens-Ford Glass Company through leading glass distributors



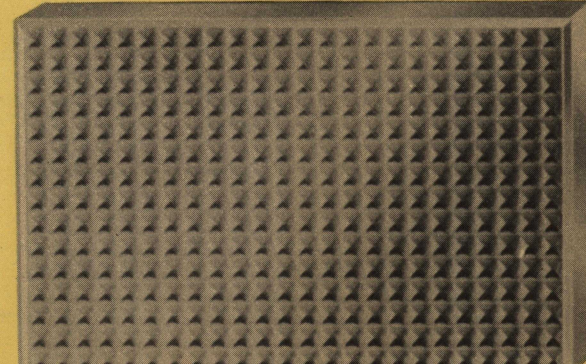
● **DIFFUSEX** (Pattern shown actual size) is primarily for partitions, doors and transoms, but is equally effective in any location where an adequate volume of softly diffused light is desired—an attractive grouping of small elevated lenses spaced far enough apart to avoid dirt collecting pockets and to permit easy cleaning with a moist cloth. It is available both plain and wired.



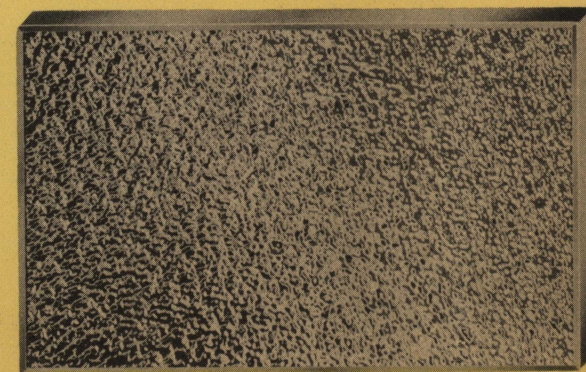
● **PEBBLEX** (Pattern shown actual size), an unusually brilliant and obscure glass for interior use, diffuses light splendidly, at the same time affording privacy. The design is more deeply imprinted than on certain other Blue Ridge patterns, and its exceptionally attractive appearance has led many architects to specify it. Pebblex is available both plain and wired.



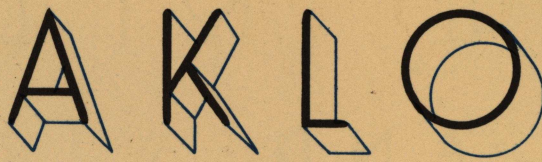
● **POLISHED WIRE GLASS** (Wire mesh shown actual size), Blue Ridge's outstanding quality product, is ideally suited for use in all openings where appearance, clear vision and the security of a non-scatterable fire retardant glass are desirable. This is genuine polished plate glass with wire reinforcement. Note that the wire is clean—no disfiguring bubble clusters to mar the sharp outline or distort the vision.



● **REGLEX** (Pattern shown actual size), another popular design for interior glazing. The $\frac{6}{4}$ pyramidal shaped indentations per square inch result in remarkably good diffusion of light and great obscurity for areas which it encloses. Reglex is not available in wire glass.



● **MURALEX** (Pattern shown actual size) is especially effective in partitions, doors, transoms and for decorative purposes. Its modest, dignified beauty harmonizes with any style of architecture and the very shallow pattern reduces collection of dirt to a minimum while affording ease of cleaning. Murallex is available both plain and wired.



HEAT ABSORBING PLATE GLASS

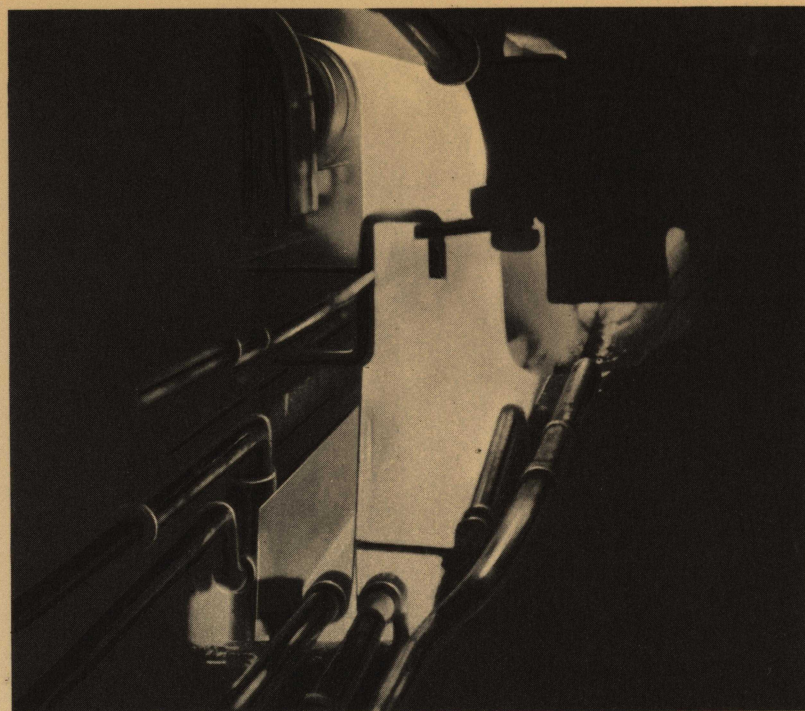
● AKLO Plate Glass is a glass of special chemical composition that has the peculiar property of absorbing infra red heat rays. Its development is highly important to architects, builders and property owners because it is a practical aid in maintaining even temperatures within a structure. When air conditioning equipment is installed to assure comfortable temperatures by artificial means, AKLO Plate Glass has a definite place because it reduces the cost of operating that equipment by reducing the total cooling load for a given window area. It is suitable for storefronts and lighting fixtures where perishable products are to be displayed.

GLASS	Visible Radiation Transmitted	Total Energy	Maximum Excess of Temp. in Enclosure
Ordinary window glass.....	92%	10%	79.5°F.
"AKLO"	78%	28%	60°F.
Double window, ordinary glass.....	85%	19%	77.5°F.
Double window, "AKLO" and ordinary glass.....	72%	45%	48°F.

NOTE: In the above table, the maximum excess of temperature in enclosure refers to the difference in temperature between the inside and outside temperature of a small box 6" x 6" x 3" in which a small window was placed using different kinds of glass for opening. The temperature differences were measured with the sun shining through the glass opening on blackened bulb of a thermometer. These temperatures indicate to some extent what might be expected in a large room. The excess temperature will depend upon the area of the windows or the heat energy transferred into the room, volume or heat capacity of the room and the rate of heat loss through the room.

WINDOW GLASS

● Libbey-Owens-Ford Improved Quality Window Glass is manufactured by the exclusive Libbey-Owens-Ford Flat Drawn Process that revolutionized the window glass industry when it was first introduced some 18 years ago. This process has been constantly improved. The glass made by it today is brighter, flatter and clearer than any the industry has ever known . . . brighter, flatter and clearer than was even thought possible only a short while ago. As the glass emerges from the exclusive L-O-F Window Glass Machine, it is thoroughly annealed in lehrs four or five times longer than those used in any other process. This makes the glass less brittle and consequently there is less breakage. All of these facts justify the preference expressed for L-O-F Improved Quality Glass by architects, builders and property owners . . . and further justifies our assertion that the use of L-O-F Improved Quality Glass insures your own complete satisfaction.

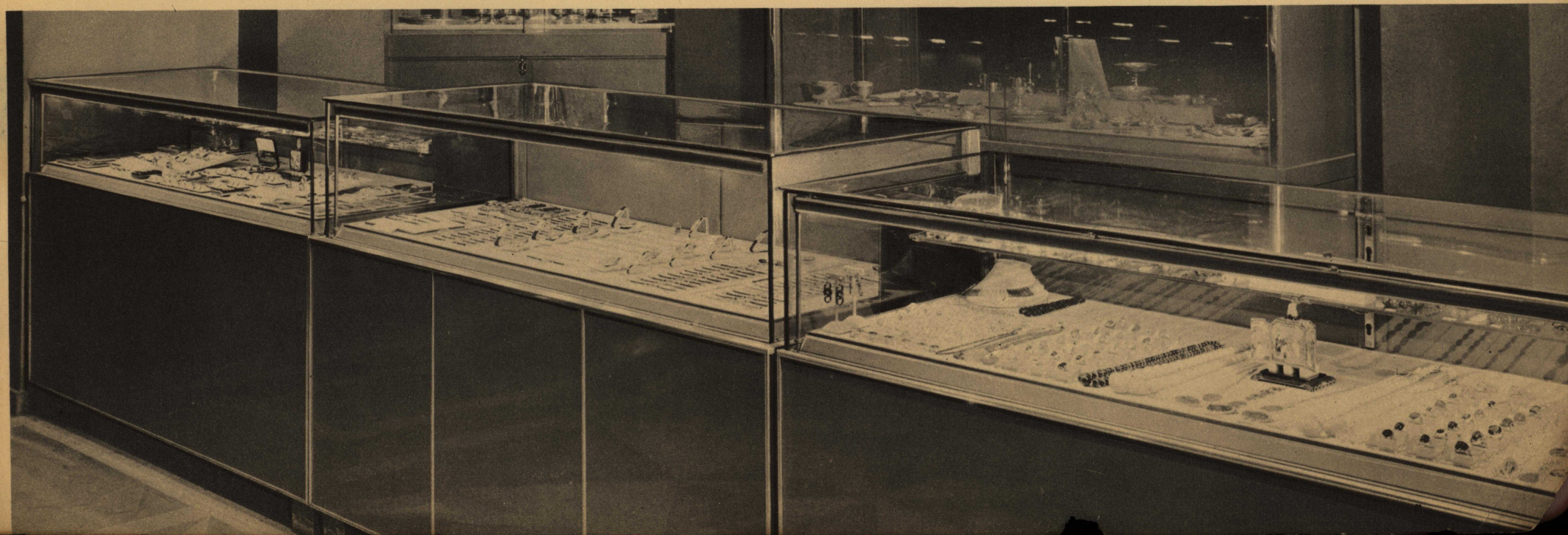


The formation of the sheet by the exclusive L-O-F Flat Drawing Process is illustrated above. Here the glass is being drawn from the melting tank and passed through carefully regulated gas flames which give it a natural fire finish and lasting brilliance.

SAFETY GLASS

● Although Libbey-Owens-Ford Safety Glass is most widely used in automobiles and other moving vehicles, because of its greater protective value, it is now attracting considerable attention among architects and is often used in vulnerable points because it is less liable to break than ordinary glass. This same characteristic recommends it for use where theft is a factor with which to contend, for it is harder to

break through or cut through Safety Glass than ordinary glass. The illustration below shows a display case where L-O-F Safety Plate Glass was used to give greater protection to a collection of diamonds and other rare jewels in the General Exhibits Building at the recent Chicago World's Fair. Other uses for Safety Plate Glass include revolving and swinging doors, window ventilators and other similar installations.



F. H. A. FINANCING

● Financing the cost of modernization has been greatly simplified through the operation of the Federal Housing Administration. The F. H. A. Modernization Credit Plan, by insuring modernization loans in amounts up to \$50,000, extends credit insurance to lending institutions and encourages them to release funds for modernization. The loans are made direct through various approved Banks, Trust Companies and Loan organizations. Any owner or lessee of business property with good credit

standing may apply for a loan to cover the cost of modernizing his property. The Libbey-Owens-Ford Distributor in your territory will gladly cooperate with you in working out the details of your application. Loans are made on approved applications for any amounts up to \$50,000, at interest indicated on the table given below. This table shows the face amount of the note after the finance charges have been added to the amount advanced for improvements, and the amount of the monthly installments.

When amount to finance is—	12 months		18 months		24 months		30 months		36 months		42 months		48 months		54 months		60 months	
	Amount of note	Monthly payment	Amount of note	Monthly payment	Amount of note	Monthly payment	Amount of note	Monthly payment	Amount of note	Monthly payment	Amount of note	Monthly payment	Amount of note	Monthly payment	Amount of note	Monthly payment	Amount of note	Monthly payment
\$1	\$1.05	\$0.09	\$1.08	\$0.06	\$1.10	\$0.05	\$1.13	\$0.04	\$1.15	\$0.04	\$1.17	\$0.03	\$1.20	\$0.03	\$1.22	\$0.03	\$1.25	\$0.03
\$2	2.11	.18	2.15	.12	2.20	.10	2.25	.08	2.30	.07	2.35	.06	2.40	.05	2.45	.05	2.49	.05
\$3	3.16	.27	3.23	.18	3.30	.14	3.38	.12	3.45	.10	3.52	.09	3.60	.08	3.67	.07	3.74	.07
\$4	4.21	.36	4.31	.24	4.40	.19	4.50	.15	4.60	.13	4.70	.12	4.79	.10	4.89	.10	4.99	.09
\$5	5.26	.44	5.38	.30	5.51	.23	5.63	.19	5.75	.16	5.87	.14	5.99	.13	6.11	.12	6.23	.11
\$6	6.32	.53	6.46	.36	6.61	.28	6.75	.23	6.90	.20	7.04	.17	7.19	.15	7.34	.14	7.48	.13
\$7	7.37	.62	7.54	.42	7.71	.33	7.88	.27	8.05	.23	8.22	.20	8.39	.18	8.56	.16	8.73	.15
\$8	8.42	.71	8.62	.48	8.81	.37	9.00	.30	9.20	.26	9.39	.23	9.59	.20	9.78	.19	9.98	.17
\$9	9.47	.79	9.69	.54	9.91	.42	10.13	.34	10.35	.29	10.57	.26	10.79	.23	11.00	.21	11.22	.19
\$10	10.53	.88	10.77	.60	11.01	.46	11.26	.38	11.50	.32	11.74	.28	11.98	.25	12.23	.23	12.47	.21
\$20	21.05	1.76	21.54	1.20	22.02	.92	22.51	.76	23.00	.64	23.48	.56	23.97	.50	24.45	.46	24.94	.42
\$30	31.58	2.64	32.31	1.80	33.04	1.38	33.77	1.13	34.49	.96	35.22	.84	35.95	.75	36.68	.68	37.41	.63
\$40	42.11	3.51	43.08	2.40	44.05	1.84	45.02	1.51	45.99	1.28	46.96	1.12	47.94	1.00	48.91	.91	49.88	.84
\$50	52.63	4.39	53.85	3.00	55.06	2.30	56.28	1.88	57.49	1.60	58.70	1.40	59.92	1.25	61.13	1.14	62.35	1.04
\$60	63.16	5.27	64.62	3.59	66.07	2.76	67.53	2.26	68.99	1.92	70.45	1.68	71.90	1.50	73.36	1.36	74.82	1.25
\$70	73.68	6.14	75.38	4.19	77.09	3.22	78.79	2.63	80.49	2.24	82.19	1.96	83.89	1.75	85.59	1.59	87.29	1.46
\$80	84.21	7.02	86.15	4.79	88.10	3.68	90.04	3.01	91.98	2.56	93.93	2.24	95.87	2.00	97.81	1.82	99.76	1.67
\$90	94.74	7.90	96.92	5.39	99.11	4.13	101.30	3.38	103.48	2.88	105.67	2.52	107.85	2.25	110.04	2.04	112.23	1.88
\$100	105.26	8.78	107.69	5.99	110.12	4.59	112.55	3.76	114.98	3.20	117.41	2.80	119.84	2.50	122.27	2.27	124.70	2.08
\$200	210.53	17.55	215.38	11.97	220.24	9.18	225.10	7.51	229.96	6.39	234.82	5.60	239.68	5.00	244.53	4.53	249.39	4.16
\$300	315.79	26.32	323.08	17.95	330.36	13.77	337.65	11.26	344.94	9.59	352.23	8.39	359.51	7.49	366.80	6.80	374.09	6.24
\$400	421.05	35.09	430.77	23.94	440.49	18.36	450.20	15.01	459.92	12.78	469.64	11.19	479.35	9.99	489.07	9.06	498.79	8.32
\$500	526.32	43.86	538.46	29.92	550.61	22.95	562.75	18.76	574.90	15.97	587.04	13.98	599.19	12.49	611.34	11.33	623.48	10.40
\$600	631.58	52.64	646.15	35.90	660.73	27.54	675.30	22.52	689.88	19.17	704.45	16.78	719.03	14.98	733.60	13.59	748.18	12.47
\$700	736.84	61.41	753.85	41.89	770.85	32.12	787.85	26.27	804.86	22.36	821.86	19.57	838.87	17.48	855.87	15.85	872.87	14.55
\$800	842.11	70.18	861.54	47.87	880.97	36.71	900.40	30.02	919.84	25.56	939.27	22.37	958.70	19.98	978.14	18.12	997.57	16.63
\$900	947.37	78.95	969.23	53.85	991.09	41.30	1,012.96	33.77	1,034.82	28.75	1,056.68	25.16	1,078.54	22.47	1,100.40	20.38	1,122.27	18.71
\$1,000	1,052.63	87.72	1,076.92	59.83	1,101.22	45.89	1,125.51	37.52	1,149.80	31.94	1,174.09	27.96	1,198.38	24.97	1,222.67	22.65	1,246.96	20.79
\$2,000	2,105.26	175.44	2,153.84	119.66	2,202.43	91.77	2,251.01	75.04	2,299.59	63.88	2,348.17	55.91	2,396.76	49.94	2,445.34	45.29	2,493.92	41.87

TABLE BELOW TO BE USED FOR ALL AMOUNTS OVER \$2,000

\$3,000	3,157.89	263.16	3,230.77	179.49	3,303.64	137.66	3,376.51	112.56	3,449.39	95.82	3,522.26	83.87	3,595.14	74.90	3,668.01	67.93	3,740.89	62.35
\$4,000	4,210.52	350.88	4,307.69	239.32	4,404.86	183.54	4,502.02	150.07	4,599.19	127.76	4,696.35	111.82	4,793.52	99.87	4,890.68	90.57	4,987.85	83.14
\$5,000	5,263.16	438.60	5,384.62	299.15	5,506.07	229.42	5,627.53	187.59	5,748.99	159.70	5,870.44	139.78	5,991.90	124.84	6,113.36	113.22	6,234.82	103.92
\$6,000	6,315.79	526.32	6,461.54	358.98	6,607.29	275.31	6,753.03	225.11	6,898.78	191.64	7,044.53	167.73	7,190.28	149.80	7,336.03	135.86	7,481.78	124.70
\$7,000	7,368.42	614.04	7,538.46	418.81	7,708.50	321.19	7,878.54	262.62	8,048.58	223.58	8,218.62	195.69	8,388.66	174.77	8,558.70	158.50	8,728.74	145.48
\$8,000	8,421.05	701.76	8,615.39	478.64	8,809.72	367.08	9,004.04	300.14	9,198.38	255.52	9,392.71	223.64	9,587.04	199.73	9,781.37	181.14	9,975.71	166.27
\$9,000	9,473.68	789.48	9,692.31	538.47	9,910.93	412.96	10,129.55	337.66	10,348.18	287.45	10,566.80	251.60	10,785.42	224.70	11,004.04	203.78	11,222.67	187.05
\$10,000	10,526.32	877.20	10,769.24	598.30	11,012.15	458.84	11,255.06	375.17	11,497.98	319.39	11,740.89	279.55	11,983.81	249.67	12,226.72	226.43	12,469.64	207.83
\$20,000	21,052.64	1,754.39	21,538.48	1,196.59	22,024.30	917.68	22,510.12	750.34	22,995.96	638.78	23,481.78	559.09	23,967.62	499.33	24,453.44	452.85	24,939.28	415.66

The example shown at the right explains the method used to arrive at financing costs and monthly payments. If the amount of the loan required is \$5450.00 and it is to be repaid in 36 months, consult the table above for the "Amount of Note" and "Monthly Payments" for \$5000.00, \$400.00 and \$50.00. A total of these items gives the total amount of the note and monthly payment.

AMOUNT TO BE FINANCED	AMOUNT OF NOTE	MONTHLY PAYMENTS
\$5000.00	\$5748.99	\$159.70
400.00	459.92	12.78
50.00	57.49	1.60
\$5450.00	\$6266.40	\$174.08

Management Agency Does Designing

John A. Dodds Co.
Realtors, Detroit

THE modernization of the store front at 107 East Grand River Avenue, Detroit, is an excellent example of what can be done to improve possibilities of this Shop

we succeeded in for five and ten tively. These stor for about one year owners and tenant lease with minim monthly rental pay lege to both owner cancel the lease at if the gross sa

Dividing a Large Store for Small Tenants

Orean E. & R. G. Scott
Realtors, St. Louis

Rental Increased 25% After Modernizing

E. J. Ryon & Son
Realtors, Schenectady, N. Y.

IN reply to your letter of August 9th, relative to renovation work on store properties, as I reported in survey to you, the financi which we re

Modernization Fill Richmond Stores

Morton G. Thalheimer, Inc.
Richmond, Va.

THE business area of Richn extends on the south side of B Street from First Street to Eigh the so-called 100% r the South Side of Br Fourth Street to Seve

Extensive Changes Not Always Needed

Arthur Rubloff & Co.
Realtors, Chicago

A GREAT deal has been regarding the amazing re agement by competent tation of old building these buildings had re where actual physic a definite ch

Modernization Makes Deals Possible

A. J. Lauer, Inc.
Realtors, N. Y.

Modernization Makes a Sale

Warren E. Richards Co.
Realtors, Cincinnati

FREQUENTLY the modernization of a building hinges on the sale, on to put it in proper sequence, the sales on the modernization. Here the fertile field for the Real the property owners their stor show the old property to date. Du

Modernization Raises Values All Around

Klein & Kuhn, Inc.
Realtors, Indianapolis

WE have worked with several our owners and tenants on mode zation and it has proved quite cessful. Probably the best ex of what modernizat

A Nice Investment for the Realtor

J. B. Pfister Co.
Realtors, Terre Haute, Ind.

WHILE solving modernization ems for owners and tenants, infrequently happens that or can find

Libbey-Owens-Ford Glass Company manufactures and distributes a complete line of flat glass. This includes the highest quality Polished Plate Glass—available both colored and clear; Flat Drawn Window Glass, Heavy Sheet Glass, Greenhouse Glass, Safety Glass, Vitrolite structural glass available in many colors, and the Figured and Wire Glass manufactured by the Blue Ridge Glass Corporation, of Kingsport, Tenn.

Libbey-Owens-Ford Glass Company owns and operates eight factories. They are strategically located at Toledo, Ohio, Rossford, Ohio,

Charleston, W. Va., Parkersburg, W. Va., Ottawa, Ill. and Shreveport, La.

Leading glass distributors and dealers, conveniently located throughout the United States, warehouse and distribute the products of these plants.

Direct factory sales representatives to serve efficiently the architectural profession are located in New York, Boston, Atlanta, Minneapolis, Milwaukee, Chicago, Philadelphia, Kansas City, Detroit, Shreveport, Buffalo, San Francisco, Los Angeles, Cincinnati, Seattle, Dallas and Richmond, Va.

The executive offices of the company are located at Toledo, Ohio.

